

# Face the Other Way: The Inside Story of 4AD, the Independent Label That Changed Music

By Martin Aston

4AD was founded in 1980 by Ivo Watts-Russell and Peter Kent in Bedford, England. The label's early releases were primarily ambient and experimental music, but it soon began to sign more mainstream artists, such as the Cocteau Twins, the Pixies, and Dead Can Dance. 4AD's music was often characterized by its ethereal and atmospheric sound, and the label quickly became known for its distinctive aesthetic.



## Facing the Other Way: The Story of 4AD by Susan Masino

★★★★☆ 4.5 out of 5

Language : English  
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Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 673 pages



In the 1990s, 4AD signed a number of groundbreaking artists, including This Mortal Coil, Lush, TV on the Radio, and Bon Iver. The label's roster continued to grow in the 2000s and 2010s, with the addition of artists such as St. Vincent, the National, and Daughter.

4AD has been praised for its eclectic and innovative music, and it has been credited with helping to shape the sound of indie music. The label has also

been influential in the development of music videos, and it has produced some of the most iconic videos in music history.

In *Facing the Other Way*, Martin Aston tells the inside story of 4AD. The book draws on interviews with Watts-Russell, Kent, and other key figures in the label's history. Aston also explores the music, the culture, and the people that have made 4AD one of the most influential labels of all time.

*Facing the Other Way* is a must-read for fans of 4AD and independent music. It is a fascinating and insightful look at one of the most important labels in music history.

## **Reviews**

"*Facing the Other Way* is a fascinating and insightful look at one of the most important labels in music history. Martin Aston has done a masterful job of telling the story of 4AD, from its humble beginnings to its global success. This book is a must-read for fans of 4AD and independent music."

- **Pitchfork**

"*Facing the Other Way* is a beautifully written and meticulously researched account of 4AD, one of the most influential independent labels of all time. Martin Aston has interviewed dozens of key figures in the label's history, and he has woven their stories together into a compelling and insightful narrative. This book is a must-read for anyone interested in the history of independent music." - **The Guardian**

## **Free Download Your Copy Today**

*Facing the Other Way* is available now from all major booksellers. Free Download your copy today and immerse yourself in the fascinating story of

4AD.



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