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Press Release

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Ambient World Announce 43rd Release

WAKEFIELD, England, May 1, 2007 – *Ambient World* today announced their 43rd worldwide release on the *Ambient World* record label as *The Dark Side of the Moog X* written by Pete Namlook and Klaus Schulze. *The Dark Side of the Moog* is now in its tenth release on the *Ambient World* label, and is regarded as many to be one of the best series of musical collaborations on the label. This release follows in the footsteps of the other 42 releases before it by having somewhat of a visual uplift, this time courtesy of design studio *Notfree*.

The Dark Side of the Moog X will also be a very special release because this is the first release on *Ambient World* since it's highly anticipated re-branding, also provided by design studio *Notfree*.

"We went for a very corporate feel with the rebranding," said Craig Burgess of *Notfree*. "We've not so much redesigned the previous logotype and corporate identity, we've completely blown it out of the water." Speaking of *The Dark Side of the Moog X* redesign, Craig simply said "It's interesting. We've definitely avoided obvious references to Pink Floyd."

Pre-releases of *The Dark Side of the Moog X* to selected music magazines and websites have received a unanimous "excellent", with *Overdrive* – Australia's leading Electronica scene magazine – claiming "*The Dark Side of the Moog X* is Pete Namlook's greatest release ever. Simple as."

The reaction has been just as strong from fans, with one particular fan saying "This is a refreshing release; in the past I said that #9 was enough already, let me take that back. DSOTM X lets me wish they wouldn't stop here. Why is that? I don't know. Maybe X carries the feeling of room, of space, exploring new territory while staying familiar."



About Ambient World

Ambient World is a record label set up by Peter Kuhlmann to showcase the best of the *FAX* releases. Each release on *Ambient World* has been previously released on the *FAX* label. *Ambient World* releases are still highly sought after, due to most initial runs on the *FAX* label being limited to 1000 copies.



About Notfree

Notfree is a Yorkshire-based multi-disciplinary design studio specialising in music-led design, such as CD covers, record label rebranding and gig poster design. *Notfree* was set up in 2007 by Craig Burgess after he became increasingly disgruntled with (as he describes) "boring CD covers". Recent clients have included catchy pop-rock outfit *Occluded Front* and genre-splitting *Theory One*. Work is also in negotiation for up-and-coming rock quartet *Out Of The Gray*.

101mm from top

30mm from right

30mm from left

10mm from bottom