



Multimagic Set To Release Personal Protest Anthem “The Tide” 08.21.20

"The Tide" is a hook-laden anthem from Ohio indie dreamers Multimagic. The song keeps in line with the band's millennial and zoomer adjacent mantra of fighting against the system / the way things are or always have been. Inspired in part by Hillary Clinton's devastating 2016 presidential election loss to Donald Trump, singer-songwriter Coran Stetter takes his personal experience with past relationships, failed friendships and dead end jobs and combines a hopeful message about our collective ability to fight for change amid our personal struggles as individuals.

The anthemic chorus "I was never the type / to try and lead you on / I was all on your side / I wish that you could tell / I fight the tide" comes from Stetter's point of view as the constant campaigner, naive and hopeful, attempting to inspire a disenchanted and apathetic friend. Comparing himself to a politician on the campaign trail, Stetter explains "the second verse is about dealing with imposter syndrome 'haven't got a soul you're perfect for faking art / so what's the point to starting over / I was lost when I was at the top of the chart / which wasn't an awful lot'."

Political undertones aside, "The Tide" is at its surface a bouncy shout-along, aesthetically inspired by the dreamy synth-pop rock of Foster the People and the Killers, finding space somewhere between M83 and Future Islands. Ultimately, "The Tide" rides a thin line between danceable synth pop and conscientious protest.

"The Tide" is out on platforms August 21st, 2020

More on Multimagic:

Multimagic began as the solo project of Coran Stetter turned full band upon the success of an early demo, "Let Go". Following break out engagements at music industry staples SXSW and CMJ, and a string of summer festival dates, Multimagic seemed poised to step into the national spotlight. The band became rising leaders in their hometown of Cincinnati, Ohio, known for their high energy performances, sing-along anthems and commitment to growing the independent music scene. Multimagic was hailed by local press as the next big thing, to follow in the footsteps of fellow indie rockers with Cincinnati roots, The National and Walk The Moon. All of this momentum came to a halt in February 2017, however, when Stetter suffered a misdiagnosis that led to a manic episode. When he awoke from his daze, he found himself without a band, having lost his closest friends and collaborators as well as any momentum Multimagic had gained prior to his mania.

Stetter spent the next 2 years writing music, rebuilding relationships and forming his new Multimagic lineup with guitarist James Ruehlman, drummer Evan Brown, bassist Anthony Maley and vocalist / keyboardist Meg Kecskes. Each member brought their own history of anxiety, depression and mental illness into the fold and found writing and recording *Manic Daze* to be a collective source for healing. The band chose to record with producer Eric Tuffendsam, who had been with Stetter all along the way, seeing Multimagic transform from a solo project into an up and coming band's near collapse, to a band able to rise up stronger than ever. After a two year hiatus from public performance, Multimagic

celebrated their return with a surprise Spring 2019 tour with Houston synth pop band [Wild Moccasins](#) ahead of their "[Sunshine / Dreams](#)" 7 inch vinyl release show at Woodward Theater. The band capped off 2019 with a performance at [Bellwether Music Festival](#).

Upon the onset of the COVID-19 pandemic and with the future of live performance unknown, the band decided to release *Manic Daze* exclusively on vinyl on April 4th, 2020 and push back the full release until September. The record sold out within its first week thanks in part to a huge response from fans at [VNYL](#). Influential vinyl reviewer [Vinyl Exams](#) claims *Manic Daze* is "...in my running Top 3 list of best albums of 2020, major/indie/whatever. I am absolutely stunned with how much I love this album & it's one of the first times I've listened to a submission three times in a row after dropping the needle the first time." Indie tastemaker [We All Want Someone to Shout For](#) calls Multimagic the "best kept secret outside of their hometown but in a fair world, things will be changing soon with the release of their debut album *Manic Daze*."