

# CONRAD MERCED

## Tender Beats

Album Press Release



Conrad Merced is a singer/songwriter, multi-instrumentalist and producer based out of Chicago, IL. Being raised in a musical family, he started playing in music groups at the age of 13. He was the former front man for the bands The Red Jacket, and Shoplifter. His music has been featured in films, podcasts and in various music compilations. At the age of 25, at the height of his success, Conrad abruptly stopped writing and playing music.

### Tender Beats

Following the unexpected death of his mother, Conrad Merced picked up his guitar after a ten year hiatus and began writing songs for the album "Tender Beats." This lush collection of songs feature catchy finger-style acoustic guitar backed behind atmospheric, digital textures and drum machines to create a unique blend of ambient electronic-folk.

Conrad teamed up with engineer Rick Riggs at Handwritten Recording Studio to help shape and bring to life his wall of sound. The album could have easily stood alone as a folk album but with the composition of orchestral instruments, vintage synthesizers and electronic drum machines, the album bends genres without compromising its melody and thoughtful lyrics.

### What The Critics Are Saying:

"Conrad's not overtly trying to impress you – he just is impressive. Songs like 'Thirty Five' come out as naturally as a heartbeat from his chest, tunes like this come from the inside." - *Sleeping Bag Studios*

"With Tender Beats the Chicago native, and second generation Filipino, brings forth a compelling and thoughtful debut that flows through the soul with ease and grace." - *Chicago Crowd Surfer*

"Think of it as a mix between Jose Gonzales and The Postal Service, but with a character that's truly one-of-a-kind. - *The Bandcamp Diaries*

"A beautiful album of textured acoustic elements and slow, melancholic percussion, 'Tender Beats' is an expansive release stitched together from layered layered vocals, engaging melodies, and organic production, bringing to the fore a soft, evocative sound that is simply impossible to resist. - *Broken 8 Records*

### Songs worth the listen:

This album compiles 11 of his best handpicked songs and is a solid listen from beginning to end. If you only have a few minutes to listen, here are some of the future singles and songs worth checking out: *Thirty Five, Before The Storm, Don't Stop Here, Dragonfly, A Dog In The Fight*

**Tender Beats was self-released July 23, 2019** on all streaming platforms, digital download and vinyl pre-order. Vinyl records will be available in select record stores August 10.

### For booking, interviews and other inquiries:

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