

GENTLE PERSUASION.... The Swing Out Sister interview

Written by Bill B

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Everyone's favourite smooth soul duo, SWING OUT SISTER have a new and long-awaited album out in June. 'Almost Persuaded' is the collection's name and leaked tracks and sneak previews reveal that once again CORINNE DREWERY and ANDY CONNELL have crafted a work of understated beauty that offers the pair's unique twist on sophisticated 60s/70s soul liberally sprinkled with Jimmy Webb influences and garnished with the odd smooth jazz flourish and cinematic sweep. Incredibly the pair have been doing just that now for nearly 30 years and when we caught up with them the first thing we wanted to know is where on earth do they manage to find fresh motivation and inspiration...

CORINNE: All kinds of places...but I suppose Andy and I come from a different direction as we make different contributions to our music. I usually respond to the music that Andy writes...the lyrics describing the feeling that Andy's musical landscape creates in my mind, although I have mental notes of phrases and thoughts that pop into my head, a newspaper headline, a line from a film, a conversation I have overheard. Travel always changes the way you think...a long drive, landing in a different country, the shock of the new...but when you get home to familiar ground, that's when inspiration comes rushing in and finds its way into whatever you are creating.

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This new album - 'Almost Persuaded' is your tenth.... how does it differ from what's gone before.... what's its USP?

CORINNE: For the first time we made an album with an audience. We started a Pledge music campaign, so those who had signed up for our album received a step by step report of work in progress. We made short films to post every few weeks to show work in progress, and received feedback from our listeners. As far as the music goes, the songs have grown with us. If anything 'Almost Persuaded' is a little more laid back, maybe a little more self assured. Yes, ten albums down the line, we still strive to find music that covers new ground for us. With every album we hope we are getting closer to the classic timeless songs we always wanted to write.

Why did you choose to go via Pledge Music – how does that work?

CORINNE: .We thought putting our album on the Pledge Music site might add the pressure that was missing in the absence of a record label, but it didn't really work out that way .Instead we got so into making and posting films of the making of the album, the journey was almost more enjoyable for us and our Pledge audience than the actual completion of the album. But I think everyone was relieved when we actually finished it! And of course, it does put you directly in contact with your audience which is inspiring. We have such interesting followers and it's great to hear their feedback from all over the world.

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SWING OUT SISTER'S 'ALMOST PERSUADED' will be released on Miso Music/Absolute on June 22nd.... full review here @ SJF very soon.