

Persona

Persona [per-soh-nuh]: the mask or façade presented to satisfy the demands of the situation or the environment and not representing the inner personality of the individual; the public personality (contrasted with *anima*).

Biography

Persona has “materialized” in the Romanian musical scene in Timișoara, end of 2003, the name being inspired by Ingmar Bergman’s movie. Beautiful urban landscapes of sounds and mixed feelings and good moods, quiet introspection, accompanied by the seductive intensity of guitars, pure energy and positive vibe, sophisticated bass lines and explosive or warm drums, smooth acoustic guitar, nostalgia but optimism also, rock and roll in its raw beautiful energy, yet refined form are overlapping in their songs and are defining the PERSONA aesthetics, making their audience explore different degrees of joy through their music.

Their first Demos (*Home in the Arms* and *Computer Breakdown*, respectively *Ride on Love Street* and *Momentary Lack of Passion*) were recorded in the mid 2000’s and were aired by regional radios. The natural development after, was to record their first album **Suburbia Afterlife**, released by the German label EMG. The album was recorded in Timisoara and mastered in Germany by Sven Bonse, the sound technician of German group Reamonn. The first single *Head on the Door* was played in heavy rotation over national or local radios and topped the national Romanian Radio Guerrilla’s Topshow for several weeks.

Apart from a huge number of gigs in the clubs from Romania’s major cities, Persona has played the most important Romanian open air festivals (Stuffstock, Bestfest, Peninsula, Under London, Rock la Mureș, Route 68) sharing the same stage with bands as dEUS, The Charlatans, Ting Tings, Santana, Robots in Disguise, Trash Fashion, The Swan Bride (SK) or Amber Smith (Hu). Abroad, Persona played in Hungary in Debrecen and twice in the famous Budapest club A38 and in Germany in Brunswick (Firefield Festival), Gelnhausen and Berlin.

The 2009 concert at A38 was recorded by the national Hungarian television and broadcasted in the autumn of 2010. Same year, Persona was interviewed by Romanian television ProTV for a show called AproptoTV, promoting the Romanian indie scene and was chosen as the best band by its viewers with over 15000 votes cast on Internet. In 2010, part of the songs from Persona’s **Suburbia Afterlife** were included in the soundtrack of Effect 30 series broadcasted by Prima TV, a sort of replica of a famous American show, but much better (so them ladies tell us) and with better looking ladies (so them gents tell us).

The song *Dependency* was included on a German compilation album – **Indie – Pro Vol 3**, edited by EMG records for promotional purposes and distributed to different musical festivals/conferences such as Musikmesse Frankfurt, Popkomm, CeBIT Sounds.

In 2011, Persona was invited for a live radio session by Radio Guerrilla, the only Romanian radio airing noncommercial indie music and supporting the Romanian underground scene.

Same year, the first official video is filmed for *Momentary Lack of Passion* (filmed and directed by Flavius Băican).

Starting with 2012, new songs were crafted and 2 new videos were filmed for *Ghosts are Dancing* (directed by Andreea Dincă, produced by DoiFilm) and *Not Lost without You* (directed by Frățiman M, editing & post-production by George Hora – Studio 66).

The band's music is, indeed, one of British influence but cannot be strictly labeled – the musical background and influences of each of the members, refined by the experience and artistic maturity blend together in the PERSONA genre.

Discography

“**Suburbia Afterlife**” 2010 EMG Records Germany



Persona's **Suburbia Afterlife** album charts the band's creative musical journey from their beginning and contains 10 of the best songs written by the band in these years.

Combining raw guitar playing with synths and pop melody, with a touch of good old rock'n'roll and funk, **Suburbia Afterlife** reveals itself to the listener not much as a “concept-album”, but more like a collection of songs, each one with its own identity, with classic love/hate themes in the lyrical approach.

Recorded at DS Studio

Mixing by Atti Lukinich and Gaben at DSProduction

Mastering by Sven Bonse at Melting Point

Tracklist

1. Momentary Lack of Passion
2. People on the Move
3. Head on the Door
4. On the Screen
5. Honey-Bunny Blues
6. Dependency
7. A Ride on Lovestreet
8. Kitchen Song
9. The Telephone
10. Suburbia Afterlife

Reviews:

“It gives me great pleasure to award the distinction “album of the month” to a Romanian band, especially since the band happens to be Persona from Timișoara. Their debut album contains ambitious pop songs and entertaining bits, everything pleasantly wrapped and very radio friendly.”

Tom Wilson | ELLE Romania - Aprilie 2010

“Honestly, Persona is the kind of band able to make your mornings full of color and give you the mood to do almost everything: from eating plum jam to broccoli, from taking out the rubbish to studying for your chemistry exam, from waking up to, well, effectively getting out of the bed. And this is because the 4 lads from Timișoara are dealing with a sort of britrock/indie pop that’s very pleasant, played sincerely and with a high appetite, without the emphasis and preciousness which too many bands from Romanian underground are touched by. [...]

Therefore, there is no wonder that I was waiting with high interest for the live energy pills of the Timișoara’s quartet to be concentrated in a recorded studio format. **Suburbia Afterlife**, their debut album, released during this spring, reveals itself as a nearly 41 minutes mix of music that’s intentionally (and witty) calibrated for FM. Very radio friendly (actually, friendly in general), it’s, from my point of “hearing”, just a light aerated version of the live version. Having in the background a good dose of Ableton live, a little bit too normalized sometimes, **Suburbia Afterlife** is light, as already mentioned above, but without abusing of artificial sweeteners. Contrariwise, all the production tricks are there to “cheat” the listener into paying attention to the melody.

As a conclusion, **Suburbia Afterlife** is a living proof that with a song, spring is not. But with 10, it is. *Don't you feel like this is the right time (for love)?*”

Dan Vămanu | revistaechinox.ro

“Suburbia Afterlife is, without any doubt, an exceptional album for the Romanian scene. Beyond any local “patriotism” that I would like to put aside but I’m not able to totally

extirpate, this record deserves to be considered as a milestone in our musical industry, industry that, we must admit, is suffering from many flaws. The main merit for which **Suburbia Afterlife** deserves all the consideration is that, taken as a whole, it is a record very well done, with a lot of hard work behind and full of substance. And that's not a surprise, considering that the lads had to choose from around 40 songs composed during the last 7 years. [...]

It's very likely that Persona's music is not too friendly instantly. **Suburbia Afterlife** needs an in-depth listening but that's very rewarding in the end. It's like a gambling game but one that deserves to be played. It's pleasant music, even if some would argue that this genre had its climax "outside" in the former years already. Persona are actors and, at least, half of the secret of a masterful interpretation lays in choosing the right roles. Consequently, we have 10 sonorous stories, exceptionally written and played."

Zoltan Varga | Agenda Zilei

Videos

Not Lost Without You

Link: <http://www.youtube.com/watch?v=aC7JeXbZwDM>

Share: <http://youtu.be/aC7JeXbZwDM>

Directed by Frățiman M
Editing & post-production by George Hora – Studio66
Mixing by Atti Lukinich at DSProduction
Produced by Gaben

Ghosts Are Dancing

Link: http://www.youtube.com/watch?v=jOZ5_6ZOWN8

Share: http://youtu.be/jOZ5_6ZOWN8

Directed by Andreea Dincă
Editing & post-production by DoiFilm
Mixing by Atti Lukinich at DSProduction
Mastering by Adam Whittaker
Produced by Atti Lukinich and Gaben

Momentary Lack of Passion

Link: <http://www.youtube.com/watch?v=QNFMRMBE8DU>

Share: <http://youtu.be/QNFMRMBE8DU>

Directed and produced by Flavius Băican
Mixing by Atti Lukinich at DSProduction
Produced by Atti Lukinich and Gaben

Honey Bunny Blues - Live @ Radio Guerrilla

Link: <http://www.youtube.com/watch?v=w81UmapmBqg>

Share: <http://youtu.be/w81UmapmBqg>

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Head on the Door - Live @ A38 Budapest

Link: http://www.youtube.com/watch?v=B_nfcYdIdq0

Share: http://youtu.be/B_nfcYdIdq0

All rights reserved to the owner.

Dependency - Live(-ish) @ Rehearsals

Link: <http://www.youtube.com/watch?v=kanwTCaGz7I>

Share: <http://youtu.be/kanwTCaGz7I>

Produced by TVR Timișoara.

For more videos, do explore our channel: www.youtube.com/personaband

Band

Gabriel Cherlia (Gaben) – vocals and guitars, music crafting, lyrics composing, part time producer and chess grand master G

Corin Mariș (Coco) – bass and backing vocals, crafter of bass lines, evil keeper of money, handy man and the man with the plan

Cristian Craciun (Joy) – guitars, blah blah master, booker of gigs and jack-of-all-trades

Florin Cvasa – drums and backing vocals, muscles and designated driver, original master of cajon

Support:

Florin Fâra – visuals, art and posters crafter, master of discontent

DJ Mack – turntables, chill master and crafter of entertainment

Past members:

Horațiu Oană – drums

Adrian Pârâianu – drums

Cătălin Mocanu – vocals

Booking and management

Cristian

personabooking@yahoo.co.uk

Tel: +40 751 861 629

Music Genre

Indie Brit 'n' roll

Web

Official site: www.personamusic.eu

Facebook: www.facebook.com/bandpersona

Youtube: www.youtube.com/personaband