

GLASS FADE

FOR IMMEDIATE RELEASE

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GLASS FADE ANNOUNCES DEBUT ALBUM THE SHAPE OF IT

A CINEMATIC INDIE ALTERNATIVE RECORD EXPLORING IDENTITY,
AUTHORSHIP, AND THE SPACE BETWEEN HUMAN INTENT AND
MACHINE CREATION

Glass Fade today announces *The Shape of It*, a debut album that introduces a distinct new voice in indie alternative music, one that exists between human authorship and machine interpretation, yet feels cohesive, intentional, and emotionally precise.

Built as a fully realised body of work rather than a collection of singles, *The Shape of It* presents a carefully structured listening experience defined by rhythm, restraint, and release. The project blends traditional songwriting instincts with AI-assisted composition, resulting in a record that is as conceptually ambitious as it is sonically immediate.

THE ALBUM

At its core, *The Shape of It* is about movement, not just musically, but emotionally. The record unfolds with a deliberate sense of pacing, shifting between tension and clarity, control and collapse.

Opening track “Under Current” establishes a hypnotic foundation, pulling the listener into a restrained, groove-led world. From there, the album expands outward.

G L A S S F A D E

“Golden Collapse” emerges as one of the album’s defining moments, cinematic in scale, expansive without excess, and driven by a slow-burning emotional lift. The title track, “The Shape of It,” sits at the centre of the record, capturing its core idea: that some experiences feel real without ever fully belonging to us. Elsewhere, the album balances immediacy with depth.

“Hold the Line” introduces a sharper, hook-driven energy, while “Climb Again” provides lift and forward momentum, tracks designed to move, both physically and emotionally.

In contrast, “Fire in Reverse” brings urgency and controlled chaos, while “Rooms We Left Behind” strips everything back to space and silence. By the time “Crash Into Morning” arrives, the record begins to resolve, not through answers, but through acceptance, culminating in the closing track “Still Breathing.”

Across its runtime, The Shape of It avoids rigid structures while maintaining a strong melodic identity, allowing it to feel immersive without losing accessibility.

CONCEPT & VISUAL IDENTITY

Glass Fade exists as much visually as it does sonically.

At the centre of the project is a recurring image: a group of characters wearing realistic animal masks. These figures are not disguises, but representations, instinct, distance, performance, and emotional fragmentation.

Set within grounded, cinematic environments, poolside scenes, quiet interiors, transient moments, the masks become a visual language for the album’s central idea: identity is fluid, and meaning rarely arrives fully formed.

ALBUM DETAILS

Title: The Shape of It

Artist: Glass Fade

Release Date: 20 April 2026

Label: Contour Records

GLASS FADE

A DIFFERENT WAY OF CREATING

Glass Fade approaches AI not as a shortcut, but as an instrument. Every track on *The Shape of It* has been shaped through human direction, decisions around structure, pacing, tone, and lyrical intent remain central to the process. The technology acts as a collaborator, not a replacement. For *The Shape Of It* Glass Fade has used a combination of Suno, Chat GPT, Grok, Claude, Runway to create the final outcome.

The result is a project that raises questions rather than answering them:

- What defines authorship in a generative process
- Where intention ends and interpretation begins
- Whether something constructed can still feel personal

Rather than positioning itself as experimental, Glass Fade focuses on outcome, creating music that connects first, and invites reflection second.

ABOUT GLASS FADE

Glass Fade is an indie alternative project built around contrast, precision and imperfection, control and unpredictability, human instinct and machine interpretation.

Originating between the UK and Italy, the project was developed as a response to the evolving relationship between creativity and technology. Instead of rejecting that shift, Glass Fade embraces it, using AI as a tool within a tightly directed creative framework.

Musically, the project draws on groove-driven indie, atmospheric production, and emotionally restrained songwriting. The focus is not on excess, but on clarity, creating songs that feel intentional, cinematic, and repeatable.

Visually, Glass Fade presents itself through a cast of recurring masked characters, reinforcing the idea that identity is not fixed, but constructed through perspective. With over 30 tracks developed as part of its wider catalogue, *The Shape of It* marks the first official release, establishing the tone, structure, and identity of the project moving forward.



ALBUM COVER

