



# HERALD NIX

## QUOTE SHEET



"A masterpiece in which style and substance create a luminous, resonant glow, **What A World** sounds like nothing else in the roots marketplace. It's one of a kind, a work of sublime musical art."

— *Toronto Star*

"How many times can we call **Herald Nix** a national treasure before he gets the attention he deserves? The guy just keeps putting out world-class roots records, but they never seem to get him the Juno nominations, national magazine cover stories, and Rick Rubin collaborations he deserves. His latest, **What a World**, is no exception: perfect in its precise storytelling, big-sky beauty, and everyday themes, the record is solid gold from start to finish. And, as those who have seen the man in the big hat over the years can attest, Nix is an even better proposition live, where his stone-faced stage presence and brooding gaze spice the songs with mystery and danger."

— *Georgia Straight*

"**What A World** reveals Nix to be a double-threat. As a guitarist, he's an accomplished chameleon, moving effortlessly from 3 a.m. blues to ghost-town country to left-of-center roots rock. Lyrically, he conveys the bemused world weariness of someone whose luck is usually bad."

— *No Depression US*

"Like Dylan's *Time Out of Mind*, **Herald Nix's** first album in seven years is a long walk down a beautiful road. It's like the blues itself having a peaceful makeout dream..."

— *Edmonton Sun*

"**Herald Nix** doesn't seem interested in cultivating himself as a media personality. Or, for that matter, in any other self-aggrandizing actions that might make the singer-guitarist a household name and, hence, help sell records to the masses. This is immediately apparent in the early moments of our discussion when I lamented that it's hard to find much information on the Salmon Arm-based artist's history prior to the release of **What a World**, an even-tempoed gem that's been so well-received you'd think the reviews were being coughed up at gunpoint."

— *FFWD Weekly*

"**Herald Nix** is the kind of singer-songwriter who should be on continuous tour, letting us all in on his splendid blend of rock, country and blues. Recorded live to tape with no overdubs, **What A World** is smart, immediate and addictive."

— *Ottawa Citizen*

Equally capable of captivating a crowd with a solo acoustic performance or inspiring dance floor frenzy when he plugs in with his band, **Herald Nix** is a genuine giant of contemporary folk art and country / blues music. Way back before "alt" and "country" ever got hooked up, Nix was writing and playing music deeply rooted in the traditions which inform his singular artistic vision to this day. In an era rife with artifice and insincerity, **Herald Nix** remains the quintessential real deal.

— *John Armstrong*

"Strange, strange, strange, and completely out-of-time."

— *See Magazine*

