

## MERK

**H.N.Y.B** is the new single from New Zealand born artist and producer **Merk**. The title is the acronym for the songs ear-worm chorus **Happy New Year Baby**. It's stark minimalism and hypnotic, woozy synths provide the counterpoint to the sweetness in the reflective lyrics and vocal.

Describing the song, Merk says:

*"This track is an exercise in minimalism for me. I was wanting to see how long you could go with doing very little while keeping it interesting. That's why a lot of the song is just a very basic drumbeat, bass, and vocals with no reverb or anything to hide behind. I was very inspired by Serge Gainsbourg's 'Histoire de Melody Nelson' when recording this track. His dry and minimal production makes him sound effortlessly cool, and it gives a feeling of suspense and rawness that keeps you hooked. This song has become a more general reflection on time passing without you noticing, and how whether we like it or not we're getting older. New Years just happens to be a time when people are musing over this with all their personal reflection and goal setting."*

Merk (real name Mark Perkins) began his career as a touring member of New Zealand bands **Tom Lark** and **Fazerdaze**, before releasing his debut album **Swordfish** in 2017. **Swordfish** was recorded from a makeshift studio in a store basement at Roundhead Studios, where Perkins was learning the craft of recording and producing under the stewardship of New Zealand's greatest musical export **Neil Finn**. Merk would stay late after work, writing songs and applying his newfound engineering skills to make a record that is full of indie-pop gems. **Swordfish** went on to win **Best Debut Album** at the **Taite Music Prize** (New Zealand's equivalent of the Mercury or Polaris Prize), and led to tours with Cub Sport, Marlon Williams and Julia Jacklin in Australia and NZ.

Merk's new single '[H.N.Y.B](#)' is out now via **Humblebrag Records/AWAL**.