

SOUND:

Synth-driven alternative rock blending post-punk energy, '80s new wave textures, and modern electronic production.

FOR FANS OF:

Depeche Mode • Ladytron • Nine Inch Nails • Joywave • Metric

SHORT BIO:

Seattle's Nouveau Arcade sits somewhere between underground electronic and synth-driven alternative rock. Blending pulsing electronics, emotionally driven vocals, and a strong pop sensibility, the band carries a dangerous post-punk edge while connecting with the culture shared by gamers, music fans, and creative communities.

MEDIUM BIO:

Seattle's Nouveau Arcade lives somewhere between underground electronic culture and synth-driven alternative rock.

Formed by Len Hotrum and Kevin Preston, the band builds a sound around pulsing electronics, dark textures, and emotionally driven vocals, shaped by a strong pop sensibility. Their songs balance atmosphere with an undeniable melodic pull.

Rather than sitting neatly inside one genre, Nouveau Arcade carries a dangerous post-punk edge while continuing to explore new territory.

Their sound resonates with the culture shared by gamers, music fans, and the communities that bring those worlds together.

Where music, games, and creative vision collide.

LONG BIO:

Seattle's Nouveau Arcade sits at the intersection of underground electronic and synth-driven alternative rock. Built around pulsing analog textures, expressive vocals, and a strong pop sensibility, the band creates songs that move between atmospheric electronics and driving energy. Drawing influence from post-punk and '80s new wave, their sound connects with the

culture shared by gamers, music fans, and creative communities where those worlds often collide.

The project formed during the pandemic when longtime collaborators Kevin Preston and Len Hotrum began writing and recording remotely from Seattle, Washington. The two musicians have known each other for nearly two decades and previously played together in the band The Crying Spell, touring internationally and building a dedicated following. During that era the band performed throughout the UK alongside post-punk pioneers Killing Joke, followed by a tour of Germany with electronic rock group Julien-K. The Crying Spell also performed during halftime at a Seattle Seahawks game at Lumen Field.

When live music paused in 2020, Preston and Hotrum began experimenting with new material through remote writing sessions, gradually shaping what would become Nouveau Arcade. Early demos gained momentum among listeners from their previous projects, helping bring the band to the attention of FiXT, where they released their debut album *Dead Hearts*, establishing the band's foundation of synth-driven songwriting influenced by new wave and modern electronic production.

The band's second album, *Die Happy!*, represents a new step forward for the project. Recorded inside a church, the album explores a loose concept centered around emotional disconnection and the search for meaning in a hyper-connected world. The release will be available on vinyl, cassette, and CD, and is being developed in collaboration with the electronic music collective Ninety9Lives.

What began as a remote studio project has now evolved into a full live band. Preston and Hotrum have assembled a five-member lineup to bring Nouveau Arcade's music to the stage, marking a new chapter for the project. As the band continues forward, their focus is expanding their live presence while continuing to build meaningful connections with the listeners and creative communities that have supported the project from the beginning.