

Alpha Strategy



Using a combination of primitive oscillating circuits, vintage synthesizers, shouted vocals, and loops lifted from 1960s schlager, **Rory Hinchey** of **Alpha Strategy** delivers music which is volatile and convulsive, yet meticulously arranged. Blending together his disparate assortment of sounds through elements of pop structure, Alpha Strategy tips a hat to the frantic energy of Patrick Miller's *Minimal Man*, the unusual compositional directions found on the early singles of SPK, and the dark humor conveyed in the recordings of *The Birthday Party*.

During January and February 2012, in support of Alpha Strategy's *Muck* 12" vinyl split with Projekt STINKA, Hinchey will embark upon his third continental European concert tour with Zack Kouns. **The Consequences of a Dynamic Lifestyle** brings their solo performances to 30 countries in approximately 40 days. Full listing information available at:

<http://ownness.org/2012dates.html>

In addition to his musical pursuits, Rory Hinchey has maintained a steady stream of output in capacities such as record label operator, interviewer and deejay.

Hinchey's Ownness label, through vinyl and digital combo packages, releases recordings which are unusual in their compositional structure, yet still musical and song-oriented. Ownness has issued material by "THE Wild Man on Planet Earth" Zack Kouns, Andy Ortmann's legendary Chicago off-kilter project Panicsville, outsider Southern U.S. psych-folk outfit Grease Whore, and Irene Moon's constantly evolving group The Collection of the Late Howell Bend.

Within the context of print media and his syndicated FM radio program *Collective Voice*, Rory Hinchey has carried out in-depth interviews with individuals active in various realms of unusual and eclectic music. The long list of Hinchey's interviewees includes names such as Michael Gira, Jessica Bailiff, Black Dice, J.G. Thirlwell, Boyd Rice, and Matmos.

For booking and press inquiries: [ownness {AT} ownness {dot} org](mailto:ownness@ownness.org)

Links:

Alpha Strategy: <http://alphastrategy.net>

Rory Hinchey's Ownness record label: <http://ownness.org>

Archive of Rory Hinchey's *Collective Voice* radio program: <http://collectivevoice.net>

Selections from the 2011 *Muck* EP:

<http://alphastrategy.net/alphastrategy-muck-2011.zip>

Alpha Strategy - "Append and Divide" live in Vilnius, Lithuania, February 04, 2012:

<http://youtube.com/watch?v=ZxEeszBKUtQ>

Slovenian television feature, includes Alpha Strategy interview and performance clips:

http://souvizija.si/video/refleksije_one_man_bandi/?

[show=edacba100745f26509e60d5fc61c6a71&playlist=866018da4d53dea78140b0f5288c4341](http://souvizija.si/video/refleksije_one_man_bandi/?show=edacba100745f26509e60d5fc61c6a71&playlist=866018da4d53dea78140b0f5288c4341)

High resolution photograph of Alpha Strategy performing in Banska Bystrica, Slovakia, 2012:

http://alphastrategy.net/alphastrategy-15-01-2012-credit-jan_chmelik.jpg

Praise for Alpha Strategy:

"like someone yelling at you from the future, but the present is 1983."

– Laura McCoy, *Offerings* magazine, Toronto

"...a shout that reminds me of an extremely out of key, drunker-and-angrier-than-usual Craig Finn or maybe Nick Cave. Slap on that nervous and noisy circuitry and you're getting close to what Mr. Hinchey is up to. Notes that cluster just adjacent to the chords are used to define the harmony, letting melodies sort of infer themselves from sounds that are decidedly, purposefully dissonant. Despite the horrid vocals, the tracks manage something pretty groovy here while upping the "weird" ante considerably. The sum total is unnerving and uncomfortable, but well arranged and executed. Haven't heard much out there like it."

– Crawford Philleo, *Foxy Digitalis*, <http://www.foxydigitalis.com/foxyd/?p=29087>