About “Samuel”
36?’s new song “Samuel” is an energetic callback to the anthemic festival rock that dominated the mid-2010s. High-energy drums, soaring guitars, hipster woah-ohs and gentle boy-girl harmonies inspire the happy jauntiness of bands like Bombay Bicycle Club and Of Monsters and Men but wrapped up in 36?’s signature wall-of-sound chaos.

Front-man and 36? Songwriter Taylor Cochrane on “Samuel”
“Samuel is an exploration of child-like imagination and discovery; remembering what it’s like to be a kid and learning about the world and celebrating the journey. The song is written from the perspective of a parent guiding their child through an unfamiliar world, celebrating the ambiguity of what it means to be alive, and teaching of the impermanence of all things.”

36? is an award-winning internationally touring art-rock band originally out of Calgary, AB. For years 36? have ruled Calgary’s local scene with a whimsical fist: placing third in the 2014 Peak Performance Project, and winning rock recording of the year at the 2015 Western Canadian Music Awards for their first full length “where do we go from here?”, which the Calgary Herald uhhh heralded as “(not) just the best Calgary album of the year, it’s the album of the year, period.” They rode this momentum through 2015 to NXNE, and across the pond to the UK’s Great Escape and Liverpool Sound City Music festivals. Another 12 songs came out across the Tiger Tail EP and their half of a split release with The Ashley Hundred. This was the last officially released music from the once prolific band until their successful release of their sophomore LP “Milk Mountain” with Vancouver record label File Under: Music in 2019. With the release of “Milk Mountain”, 36? hit the road for a staggering 8 months of touring. Coming home in the winter of 2020 to play Calgary Folk Fest’s Blockheater Festival, 36? was greeted with praise in local media outlets Beatroute and The Scene’s lists for “Albums of the Year”. On the heels of embarking on another 6 months of touring starting with a show at Boise, ID’s Treefort Music Festival the band tour plans were cut short by the Covid-19 pandemic and they instead retreated to their roots, bunkering down and creating new music.

“Samuel”, their first release on Montana’s North Pole Records, is the lead single off of 36?’s new record “Naturally” to be released through 2022. Self-recorded in isolation by various members of 36? throughout the pandemic, “Naturally” showcases the band’s capabilities to create world-class recordings even under the most tumultuous circumstances.

36? highlights

- Came third in Calgary’s 2014 Peak Performance project
- Won rock album of the year at 2015 Western Canadian Music Awards for “where do we go from here?”
- Rearranges and re-records all of the songs from self released album “where do we go from here?” on “Reprise”
- Awarded FACTOR J3R leading to recording of “Milk Mountain” with Graham Lessard (Stars, Timber Timbre)
- Single “so what?” put into rotation on Sirius XM The Verge
- A wide variety of songs from Milk Mountain put into rotation on CBC radio 3
- Single “Vic” played on specialty radio show “SONAR” on Tokyo, Japan’s FM Station J-Wave
- Single “so what?” placed on Spotify’s editorial playlist “Ready to Rock”
- Single “Vic” gains traction on Spotify’s algorithmic playlists bringing it past 300,000 streams and increasing 36’?s monthly listeners on the platform by 900%
- Sold out the Palomino at Calgary album release show for “Milk Mountain”
Lyrics

Samuel
Will you follow
close behind to take in the tide
Not full grown in the unknown
But I will be your teacher in the home

Samuel
Water shallow
Mystified; growing insight
Turning stones making it known
that you are still a stranger to this home

You’ll stay Samuel
Long after I have become dirt and ground
You’ll stay Samuel
Even when you have seen the world pass on

Credits

Produced by Taylor Cochrane
Head Engineer Taylor Cochrane
Assistant Engineers Laura Hickli, Mike Malkin, Justin Van Groningen

Recorded in isolation at a variety of locations during the pandemic

Performers on this recording:
Taylor Cochrane, Laura Hickli, Mike Malkin, Justin Van Groningen

Written by Taylor Cochrane
Mastered by Brock McFarlane at CPS Mastering