

IN AN ERA OF STREAMING COLLAPSE, WRENÉ RECLAIMS ARTISTIC AGENCY WITH HER NEW LP 'THE INTANGIBLE'

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Photo by Charlie Doyle

Montreal-based avant-pop artist and producer Wrené Nova announces the release of her new LP *The Intangible*, arriving as a limited-edition physical vinyl. In an era defined by streaming fatigue and algorithmic overwhelm, *The Intangible* offers something increasingly rare: a tactile, intentional, front-to-back listening experience meant to reconnect people with the depth and patience of full-length records. Self-written, self-produced, and self-performed, *The Intangible* is a concept album shaped by raw emotional vulnerability and cinematic sonic design. Rather than conforming to genre, Wrené imagines an entirely new one. The album constructs a sound-world that feels immersive, textured, and alive -electronic yet intimate, futuristic yet deeply human. A kind of digital-age grunge, built not from guitars and distortion but from electronic atmosphere, emotional heaviness, and surreal, dissociative sound design. *The Intangible* isn't part of the current landscape; it functions as a capsule of what it feels like to be alive right now -disillusioned, detached, dreaming, searching for meaning inside a synthetic world. Created during a profound period of depression, its sonic atmosphere reflects that internal terrain. The album moves through themes of dissociation, longing, and escape, producing a sound suspended between "heaven" and "death": dreamlike, weightless, and at times emotionally overwhelming. Mirroring the waning cycles of emotion, it traces an inner journey across periods of triumph, warmth, and profound isolation-expressed through driving electronic rhythms, ambient dissolutions, and stripped-back ballads. It is emotionally and sonically dynamic, shifting states the way depression does: "at times painful, at times empty, and at times revealing a strange warmth at the very bottom," she says.

At its core, the album explores self-faith, fragmentation, and the tension between disappearing into interior worlds and yearning to return to real connection -turning the intangible into something that can finally exist in the world. It is not just a lamentation of depression, but a form of creative alchemy: transforming what feels impossible to articulate into something that can be held, heard, and shared- an electronic world that actually breathes.

While its emotional honesty echoes the ethos of 1990s grunge, *The Intangible* carries that spirit forward, offering a new contribution to alternative music -rooted in the lineage of artists who carved their paths simply by being undeniably themselves.

Alongside the album's release, Wrené is making a decisive shift in how she participates in the modern music landscape. The last several years have left independent artists navigating an industry that feels aggressively corporatized and algorithm-driven. "The world artists are expected to create no longer reflects the world we actually feel," she says. "There's a profound exhaustion in trying to fit into systems that were never built to hold or encourage experimentation apart from what already exists." This exhaustion led to her bold decision to remove her catalog from Spotify -a move that stands in stark contrast to an era that rewards artists for fitting molds, chasing trends, and reshaping themselves into algorithm-friendly products, all while paying them nothing, scraping their work to train AI-generated music, and investing in AI-driven war drone technology. In a landscape where scraps of visibility are granted to those who obey the system, Nova's refusal to participate signals a radical return to artistic integrity, humanitarian ethics, and self-determined narrative.

Despite releasing multiple full-length records, Wrené's work has struggled to gain visibility within Spotify's playlist economy -a system that prioritizes convenience, categorization, and trend optimization over artistic uniqueness. "My music isn't designed to be flattened into background vibes," she notes. "It's meant to be experienced intentionally." *The Intangible* is not just an album - it's a world. And for those who enter it, it offers a reminder that our most fragile, intangible states can become something beautiful, powerful, and deeply human.



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