



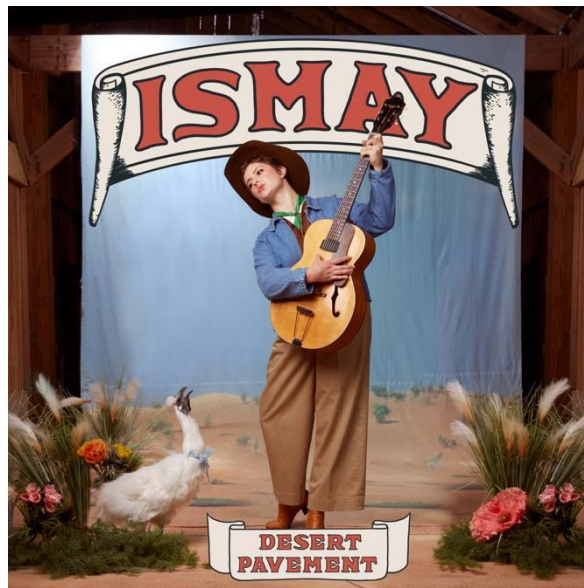
FOR IMMEDIATE RELEASE

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SINGER/SONGWRITER/ STORYTELLER ISMAY RELEASES *DESERT PAVEMENT*
PRODUCED BY ANDREW MARLIN OF WATCHHOUSE

OFFICIAL SXSW SHOWCASE ARTIST

ISMAY'S "FINDING LUCINDA" DOCUMENTARY FEATURED
AT INDIE SF FILM FESTIVAL FOLLOWING UK PREMIERE



Nashville, TN – Today, songwriter/storyteller/farmer ISMAY releases their captivating new album *Desert Pavement*. *Desert Pavement* (produced by Andrew Marlin of Watchhouse) is a collection of alternative American roots music, featuring lush folk songs that embody the sound of the New American West. Listen to *Desert Pavement* [HERE](#).

ISMAY is Avery Hellman, a Bay Area native who creates rich, atmospheric songs that are heavily influenced by the California ranch where they worked in their 20s. Hellman grew up attending Hardly Strictly Bluegrass, the music festival launched by their grandfather,

Warren Hellman, and incorporated the melting pot of sounds that is California into their being. And while California may be one of Hellman's muses, that didn't stop the songwriter from traveling 2,600 miles east — to the famed Echo Mountain Recording studio in Asheville, North Carolina — to capture these songs in a series of live takes with Marlin.

Early reviews have praised ISMAY and *Desert Pavement*:

"Hellman and producer/multi-instrumentalist Andrew Marlin create rich colors and hazy atmospherics in a sweet and savory mix." — Associated Press

"With Desert Pavement, ISMAY points to a folk music that can last hundreds more years, a tradition that is essential because it helps us understand us."
— No Depression

"Desert Pavement, the second album by non-binary singer/songwriter ISMAY (aka Avery Hellman), contains 13 songs that take alternative Americana in new and fascinating directions...." — Bay Area Reporter

In addition, ISMAY has been officially selected as a 2024 [SXSW](#) showcase artist during their festival which takes place in Austin March 11-16, in addition to having "Stranger in the Barn" as an official music video selection for SXSW Film & TV Festival. ISMAY has a number of shows coming up, including an official showcase at Folk Alliance International in Kansas City, MO.

Also, ISMAY traces the roots of music icon Lucinda Williams on their documentary *Finding Lucinda*, which you can learn more about [HERE](#). In *Finding Lucinda*, ISMAY embarks on a road trip across the southern United States, delving into the people and places that shaped Lucinda Williams' early career in search of inspiration for their own artistic journey. *Finding Lucinda* will be screen during the [SF Indie Film Festival](#) which runs February 8 -18 in San Francisco. The documentary was screened abroad recently during UK Americana Music Week.

ISMAY 2024 U.S. Tour Dates

- January 22-25 – **Hackney London, England** – UK Americana Music Week
- January 28 – **Mill Valley, CA** – Sweetwater Mill Valley
- January 29 – **Elko, Nevada** – National Cowboy Poetry Gathering
- February 8 – **Los Angeles, CA** – Scribble with Kelly McFarling
- February 9 – **Ojai, CA** – Deer Lodge with Kelly McFarling
- February 10 – **Big Sur, CA** – Fernwood Resort with Kelly McFarling
- February 11 – **Kelseyville, CA** – Kelseyville House Concert with Milner & Smith
- February 21-25 – **Kansas City, MO** – Folk Alliance International official showcase artist
- March 8-16 - Austin, TX - SXSW Film & TV, Music Festival
- March 15 – **Bertram, TX** – Globe Theatre, supporting Chuck Prophet

**For press information about ISMAY,
please contact [Karen Wiessen](#) at All Eyes Media**