

# The Band

## Helpyourselfish

As summer wore into fall in 1994, the band packed their bags and headed off for Canada. The band had chosen Paul Northfield to produce the album, and their record company EMI-Medley had reluctantly agreed to their recording abroad. The band went to Canada twice that fall where they were put up in the studio guesthouse, near Morin Heights, and went to work with Northfield. All in all, it went quite well and the band and their producer were in agreement about the kind of sound they were pursuing. So much in agreement in fact that when it came time to mix the album, Northfield flew to Denmark to assist in the Medley Studios in Copenhagen.

When the album titled Helpyourselfish was finally released on March 1, 1995, it was an event much awaited by fans and critics alike. However, most people were in for quite a surprise when the band – now “spelled” D:A:D to better underline the abbreviation – broke the silence at long last.

Music wise the style of the album was by far harder and more aggressive in its sound and tight production than anything the band had previously released. As for the lyrics, any leftover irony and fooling around with a humoristic distance in funny story telling was gone. Around every album release since the early years the press had cried “D:A:D has grown up”, but as the lyrics on Helpyourselfish indicated it seemed to be more fitting now.

The cover artwork reflected the new style. In contrast white on black, it showed a fish stripped down to the skeleton with its backbone consisting of small cow skulls. Eventhough the album cut everything to the bone, it was still D:A:D at core - and one of their best and most outstanding albums ever.

The release was met with great response in the Danish press where D:A:D and their new album were given lots of exposure. And for once even the critics were enthusiastic. With headlines such as “D:A:D gets serious” and “Metallic masterpiece” the reviews were overall very good. Unfortunately, the album did not get much airplay on the radio, but this was expected all along due to the harder style of music that had more edge than what most radio stations favor.

So now it was time to get out and play live for the first time in years. Luckily, it turned out that when the dates for the upcoming tour were announced, tickets were sold out to a lot of the shows very fast – some even before the album was released. From the end of March to mid-August 1995, the band was almost constantly on the road on a tour that took them through most of Europe with extensive touring in Germany, Sweden, and Denmark.

As usual, the band brought along some impressive stage decorations, including the title Helpyourselfish spelled out in big letters (approximately 2 meters) across the stage and Stig dressed as a toreador with a brand new olive-shaped bass. D:A:D also brought along a giant fish resembling the one on the cover, only this one was 7 meters long and complete with lights. D:A:D crew members years later still referred to the tour as “the fishing trip” (Danish: fisketuren).

“So, has someone been waiting for someone?” Jesper asked the audiences teasingly that year as fans were ecstatic and the media showered D:A:D with superlatives. Though the process had been long and hard, the band had made Helpyourselfish a success in clubs and arenas, doing what they do best: playing live gigs. The success was underlined when D:A:D finished off the year with their November release of a collection of “Milestone material 1985-95” on an album and video with the compelling title Good Clean Family Entertainment You Can Trust.