

Sparks Release New Single, 'My Devotion'

New Album, *MAD!*, Out May 23rd Via Transgressive Records

Touring Japan, UK and Europe in June & July, North America in September

**Rough Trade Shops and Transgressive Records Present
An Entirely MAD! Conversation Between Rob Brydon and Sparks -
Sunday, May 25th in London**

Listening Parties Announced



www.allsparks.com

“As forward facing as ever, the Mael brothers still remain willing to take creative risks on an often surprising 28th studio album” ★★★★★ Classic Pop

“Pop’s rainbow would be significantly less colourful without Sparks” ★★★★★ MOJO

“True iconoclasts, Ron and Russell Mael have been doing it their own way for over 50 years as Sparks and that goes double for their 28th album.”

— *Brooklyn Vegan*, “50 Albums We’re Anticipating for Spring 2025”

Sparks, brothers **Ron and Russell Mael**, release ‘**My Devotion**’, the latest single from their upcoming album, ***MAD!***, out **May 23rd** via **Transgressive Records**. Following the “tightly-packaged breakup pop song” (*Consequence*) ‘**Drowned In A Sea Of Tears**’, ‘My Devotion’ is a piece of steady, stately chamber pop for synthesizers, featuring suitably hymnal multi-tracked vocals. The song takes a wry and timely look at performative adoration in the era of hyper-nationalism and obsessive fandom, whether to a nation, religion, brand (“Your country, god or flag... Your Harley, or your Jag”) or even a sports team (“Maybe you love football, though I'm puzzled why you would...”).

[Listen to 'My Devotion'](#)

[Watch the Lyric Video for 'My Devotion'](#)



"My Devotion" Single Art

Very few artists have had as much influence on decades of popular music as Sparks, **brothers Ron and Russell Mael**, as the duo moved from the glam-rock of 1974's hit record *Kimono My House*, to the Giorgio Moroder-produced electronic disco of 1979's *No.1 In Heaven*, to the sampler opera of 2002's *Lil' Beethoven*. Sparks has been episodic and unpredictable in a way only Sparks could be, and that journey continues with their 28th studio album, *MAD!*.

MAD! finds Ron and Russell examining cultural phenomena such as branded backpacks, tattoos and the hegemony of banter. The satire is never on-the-nose, always retaining enough ambiguity for the listener to fill in the blanks. The exquisitely unusual lexicon and cultural references leap out on every listen.

Musically there are nods to new wave, synthpop, art rock and electronic opera – all genres Sparks had hands in pioneering or straight up invented. Ultimately, however, *MAD!* is a modern record that belongs in and speaks to the modern world, which is all the more remarkable when you consider the vintage of its creators.



Photo credit - Munachi Osegbu. Download high res [here](#)

This summer and autumn Sparks will be touring Japan, UK, Europe and North America with tickets now available [here](#). Sparks will also join actor, presenter, and comedian **Rob Brydon in conversation** for ***An Entirely MAD! Conversation Between Rob Brydon and Sparks!*** at the **Union Chapel, Islington in London** on **May 25th**. Presented by Rough Trade Shops and Transgressive Records, tickets for the event include a physical copy of the album on **CD, cassette** or **vinyl**. Tickets are on sale now from [here](#).

From May 20 record stores around the UK and Europe will be holding **Listening Parties** where fans will be able to hear the album ahead of its release. Entry includes access to pre-order an exclusive white label vinyl and goodies. Details of participating stores will be added here: <https://transgressive.lnk.to/madlisteningparties>.

Further information on *MAD!* and background on Sparks is [available here](#).

[Pre-order MAD!](#)

[Watch the Video for 'Drowned In A Sea Of Tears'](#)

[Listen to 'JanSport Backpack'](#)

[Watch the video for 'Do Things My Own Way'](#)



MAD! Album Artwork download [here](#)

MAD! Tracklisting

- 1 Do Things My Own Way
- 2 JanSport Backpack
- 3 Hit Me, Baby
- 4 Running Up A Tab At The Hotel For The Fab
- 5 My Devotion
- 6 Don't Dog It
- 7 In Daylight
- 8 I-405 Rules
- 9 A Long Red Light
- 10 Drowned In A Sea Of Tears
- 11 A Little Bit Of Light Banter
- 12 Lord Have Mercy

MAD! physical formats - [pre-order here](#)

CD

Cassette

Black vinyl LP

Lenticular gatefold sleeve with blue vinyl LP

Deluxe triple gatefold edition with red vinyl LP and CD (exclusive to store.allsparks.com)



MAD! Tour Dates:

- Sun. June 8 - Kyoto, JP @ ROHM Theatre
Tue. June 10 - Osaka, JP @ Zepp Namba
Thu. June 12 - Fri. June 13 - Tokyo, JP @ EX Theater
Wed. June 18 - Thu. June 19 - London, UK @ Eventim Apollo
Sat. June 21 - Sun. June 22 - Manchester, UK @ O2 Apollo
Tue. June 24 - Glasgow, UK @ Royal Concert Hall [SOLD OUT]
Thu. June 26 - Haarlem, NL @ PHIL Haarlem
Sat. June 28 - Brussels, BE @ Cirque Royal
Mon. June 30 - Paris, FR @ La Salle Pleyel
Tue. July 1 - Cologne, DE @ Live Music Hall
Thu. July 3 - Copenhagen, DK @ The Koncerthuset
Fri. July 4 - Stockholm, SE @ Gronska Lund Tivoli
Sun. July 6 - Berlin, DE @ Uber Eats
Tue. July 8 - Milan, IT @ Teatro degli Arcimboldi
Sat. July 12 - Bilbao, ES @ Bilbao BBK
Tue. July 15 - Dublin, IE @ National Stadium
Wed. July 16 - Dublin, IE @ National Stadium

Fri. July 18 - Edinburgh, UK @ Edinburgh Playhouse
Sat. July 19 - Wolverhampton, UK @ The Halls
Fri. Sept. 5 - Atlanta, GA @ Tabernacle
Mon. Sept. 8 - Philadelphia, PA @ Keswick Theatre
Tue. Sept. 9 - Washington, DC @ Lincoln Theatre
Thu. Sept. 11 - Boston, MA @ Berklee Performance Center
Fri. Sept. 12 - Brooklyn, NY @ Kings Theatre
Sun. Sept. 14 - Columbus, OH @ The Athenaeum Theatre
Mon. Sept. 15 - Cleveland, OH @ TempleLive at Cleveland Masonic
Wed. Sept. 17 - Toronto, On @ Queen Elizabeth Theatre
Fri. Sept. 19 - Sun. Sept. 21 - Chicago, IL @ Riot Fest
Sat. Sept. 20 - St. Paul, MN @ Fitzgerald Theater
Tue. Sept. 23 - Vancouver, BC @ Vogue Theatre
Wed. Sept. 24 - Seattle, WA @ Moore Theatre
Fri. Sept. 26 - Portland, OR @ Revolution Hall
Sat. Sept. 27 - San Francisco, CA @ Golden Gate Theatre
Mon. Sept. 29 - El Cajon, CA @ The Magnolia
Tue. Sept. 30 - Los Angeles, CA @ The Greek Theatre

[Download hi-res press images of Sparks](#)

Sparks Online:

[Official Website](#) | [Instagram](#) | [YouTube](#) | [Threads](#) | [Facebook](#) | [X](#)