

Electronic Press Kit

Unicorn Umbrellas – Album “Every Picture Tells a Story”

Release (Digital): 24 April 2026

Format: Album (Digital, CD, Limited Signature Edition CD & LP)



Press Release (English)

With **Every Picture Tells a Story**, Swiss keyboardist, composer and producer **Beat Zimmermann** steps fully back into the international spotlight. Under his project name *Unicorn Umbrellas*, he delivers a debut album that brings together world-class musicianship, emotional depth and meticulous production – the logical next step after the acclaimed first single “The Prison Within”.

Over the course of the album, Zimmermann explores how memories, turning points and inner conflicts become “pictures” in our minds – snapshots that quietly shape the stories we tell about ourselves. Some tracks zoom in on deeply personal moments, others open up into widescreen, cinematic soundscapes. Together, they form a coherent journey rather than just a collection of songs.

At the center of the project is vocalist and co-writer **Michael Sadler**, the iconic voice of Canadian prog rock institution **SAGA**. His instantly recognizable tone and storytelling approach give the songs both authority and vulnerability. Zimmermann and Sadler worked closely for over two years, shaping lyrics, vocal arrangements and details in the storytelling until everything locked into place.

On drums, **Todd Sucherman** brings the kind of playing usually reserved for stadium stages: precise, dynamic and full of detail, but always in service of the song. Long-time companion Zlatko “Slädu” Perica – seven-time Grammy nominee and former member of **Tangerine Dream** – handles the guitars, from atmospheric textures to fiery solos. On bass, René Maurer (part of Swiss rock history through his work with Gölä) provides the solid, musical foundation that glues everything together.

Musically, the album blends neo-prog and art rock with subtle fusion elements. Listeners will recognize traces of classic progressive rock, but Zimmermann's modern keyboard work, his sense for groove and harmony and his background in fusion keep the music firmly in the here and now. Hooks and choruses are allowed; odd meters and sophisticated harmony are there for those who listen deeper, not as an athletic exercise.

"The Prison Within", released as the first single in August 2025, set the tone: a song about breaking free from mental cages and expectations. With the second single "I Regret", Unicorn Umbrellas shifted the spotlight to a more introspective side of the album – a reflection on missed chances and the stories we tell ourselves in hindsight. Both tracks quickly established themselves on specialist prog station Morow, where they have been in constant rotation and remain part of the core playlist. On the album, this theme of inner liberation and reflection reappears in different shades – sometimes quietly introspective, sometimes powerful and anthemic. The result is a record that invites you to sit down with headphones and follow the arc from first note to last.

Album Overview

- **Artist / Project:** Unicorn Umbrellas
- **Album Title:** *Every Picture Tells a Story*
- **Release (Streaming & Download):** 24 April 2026
- **Physical:** Limited Signature Edition CD & LP (shipped to pre-order customers ahead of the digital release).
- **Genre:** Neo-Prog / Art Rock / Fusion
- **Label:** B@ Records, LC 103046 (digital distribution via iMusician)
- **Territory:** Worldwide

Short Description (for playlists / one-liners)

Song-driven neo-prog with a modern edge: Unicorn Umbrellas' debut album combines the unmistakable voice of Michael Sadler (SAGA) with cinematic keyboards, powerful drums by Todd Sucherman (STYX) and guitar work by Zlatko "Slädu" Perica – including the singles "The Prison Within" and "I Regret", both in heavy rotation on specialist prog radio.

Track Highlights

- **"The Prison Within"** – Previously released lead single that introduced the project: a powerful statement about breaking out of mental cages and expectations, combining strong hooks with sophisticated arrangement.
- **I Regret** – Second single and a more introspective, emotionally charged track that zooms in on the moment you realize that certain paths will never open again – carried by a haunting vocal performance from Michael Sadler. **[Track Title 3]** – [Maybe the more expansive, long-form track – room for instrumental sections and dynamic build-ups.]

- **Farewell** – A ballad based on the story of Zimmermann’s father, who calmly accepted that he might die soon and met that possibility with curiosity instead of fear or regret. Michael Sadler’s soaring vocals shape the song into an anthem about leaving without bitterness.
- **The Past** – A hook-driven, groove-oriented track about letting the past be a teacher instead of a prison. Between reflective lyrics, a big chorus, a standout synth solo and a guitar solo from Zlatko Perica that nods to Steve Lukather, the song ends with a symphonic “afterthought” that underlines the album’s message: every picture tells a story, but life moves forward.

Contributing Musicians

- **Michael Sadler – Vocals, Lyrics (co-writing)**
 Legendary voice of Canadian prog rock band SAGA; responsible for all lead and backing vocals and heavily involved in lyrical and arrangement work.
- **Todd Sucherman – Drums**
 World-class drummer from US rock band STYX; multiple award winner; brings power, detail and dynamic range to the album.
- **Zlatko “Slädu” Perica – Guitars**
 Seven-time Grammy nominee, former member of Tangerine Dream; one of Switzerland’s most respected guitarists; covers everything from atmospheric textures to virtuosic solos.
- **René Maurer – Bass**
 Long-time musical partner of “Slädu”, part of Swiss rock history through his work with singer/songwriter Gölä; provides the grounding low-end and musical interplay with drums and keys.
- **Beat Zimmermann – Keyboards, Composition & Production**
 Swiss pianist, keyboardist, composer and producer based near Interlaken; responsible for songwriting, arrangements, keyboards, programming and overall production vision.

Beat Zimmermann – Short Bio

Beat Zimmermann is a Swiss pianist, keyboardist, composer and producer. After classical piano studies in his youth, he studied jazz piano and drums at the University of the Arts in Bern. Over several decades he has been active mainly as a live musician, working both with his own projects and as a sideman for international artists such as Ronan Keating, Matthias Reim, DJ Ötzi, Nik P. and the Bellamy Brothers. Stylistically, his playing moves between fusion, rock, pop and progressive influences.

Parallel to his musical career, Zimmermann built a reputation in aviation as a specialist, entrepreneur and educator – experience that influenced his disciplined yet creative approach to studio work. With Unicorn Umbrellas and *Every Picture Tells a Story*, he presents his most personal musical statement to date.

Early Support & Media

- **Radio:** “The Prison Within” and “I Regret” in constant rotation on Morow; additional airplay for “The Prison Within” on specialist prog stations ProgAlley and ProgZilla
- **Print / Online:** 7-page feature on Beat Zimmermann and Unicorn Umbrellas in Swiss outlet PlattformJ.
- **Interviews:** In-depth interview with ProgAlley and SonicDorms planned around album release.

Technical Information

- **Artist / Project:** Unicorn Umbrellas
- **Album:** *Every Picture Tells a Story*
- **Genre:** Neo-Prog / Art Rock / Fusion
- **Length:** 45 minutes
- **Formats:**
 - Digital: Streaming & Download (worldwide)
 - Physical: CD, Limited Signature Edition CD & LP (numbered & signed, shipped before digital release)
- **Label:** B@ Records, LC 103046 (digital distribution via iMusician)
- **ISRCs / UPC:** Available on request

Press & Contact

- **Website:** <https://beat-zimmermann.com>
- **Socials:**
 - Facebook: <https://www.facebook.com/Zimi67>
 - Instagram: https://www.instagram.com/beat_zimmermann_keys/
- **Press / Booking / Interviews:**
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