

## Mp3 Tide - Pop: Power Pop



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Diverse indie pop informed by 60's Mod and classic Power Pop. 11 MP3 Songs POP: Power Pop, POP: British Pop Details: Tide is a unique find in the overcrowded field of indie bands in New York City. At first glance, they perform a blend of power pop highlighting well written, radio ready songs. However, peeling off the first layer reveals an ambitious underbelly: adventurous and unyielding in the pursuit of new sonic and harmonic possibilities within the construct of the pop song. To understand Tides particular brand of indie is to understand the influences of the groups songwriter, Chris Powers. He grew up on a steady diet of 60s pop music, from the mod sound of The Who and The Kinks, to the California pop of The Byrds and The Mamas The Papas, to the early psychedelia of Syd Barrett era Pink Floyd, and of course, The Beatles. These bands along with later discoveries, The Stones Roses and My Bloody Valentine, left an indelible mark and would form the foundation of his musical vision as he evolved into a songwriter. However, it was the late discovery of Pet Sounds that propelled Powers to a more studied approach to pop music. The self-titled debut (to be released April 4 on Vibratone Records) was recorded piece meal from late 2004 through mid 2005. The band went through two drummers during the process, two mixing engineers, and remixed some of the songs several times, trying the patience of everyone involved. Thankfully engineer Caleb Sherman found the mixes that had been eluding them and the album was finished. The result is an eclectic mix of indie pop laced with a cerebral atmosphere of highs and lows. The influences are there, but never worn on the sleeve. Never Knows Your Name and Over Me are both pure pop bliss, complete with sugary harmonies and sharp guitars. Gentle mid-tempo ballad Todays On Me features guest vocalist, Audrey Kellar (aka Kit Kat Le Noir) from Les Sans Culottes. Satellite churns with pulsating guitars and a tribal rhythm section, and has a French horn solo courtesy of Catherine Lasota. Album closer City Tonight shifts from one sonic polar opposite to the other, from dreamy to brash

and apocalyptic. In a very competitive add week at college/non-commercial radio, Tide debuted in the top 30 in markets across America. To see the group in chart positions alongside bands such as The Strokes, with their major label hype machine, is a huge coup for the band. Simply put the music speaks for itself.

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