

# MUSIC

with Helen Clarke



Jaymay  
*Ill Willed Person*  
Single  
Heavenly  
June 2  
★★★★☆

THOSE who caught New York singer/songwriter Jaymay on her UK tour last month will know all about this track.

Against an album backdrop of bland, folkish twaddle, *Ill Willed Person* is a rough diamond that cut, scrapes, and sparkles.

A country-tinged, up-beat ballad with a hint of Americana, it nods towards Bob Dylan's school of song writing. Its bitter sweet and confessional – warm enough to melt hearts but wrought with emotion.

This song feels like her home ground and her fragile, raw, unpolished vocals are reminiscent of Regina Spektor – kooky, wild and unreigned. With this song she reaches places that 'perfect' singers – the likes of Leona Lewis and Celine Dion – just can't.



Ladytron  
*Verocifero*  
Album  
Nettwerk  
June 2  
★★★★☆

SOME-time Nine Inch Nails man Alessandro Cortini was brought on board to help produce Ladytron's fourth LP and his influence has crept through to its core.

They've always embraced their dark side, with Helen Marnie and Mira Aroyo's spooky, cutesy vocals clashing with a clattering of tuneful electronica, but Cortini's added a more sinister undertone.

It's a far-cry from the haunting starkness of their 2001 debut *604*, which nodded more towards Kraftwerk. Their sound is still indisputably Ladytron, but the technical know-how they've collected from their decade together has now come to fruit. With an appreciation of Electrelane's understanding of the power and intensity of electro, their knack for a pop tune plus unique ethereal vocals make this album something for everyone. Highlights include *Predict The Day* and *Black Cat*.



Smash Hits  
*The 80s*  
Album  
Warners  
June 2  
★★★★☆

THE demise of teen bible *Smash Hits* can be traced back to the demise in pop stars – nowadays they're all playing guitar and trying to be cool.

But the characters from this album were real pop stars – cheesy, wholesome and utterly unashamed.

From Dollar, Haircut 100 and Adam And The Ants, to Heaven 17, Bananarama and Rick Astley, it's the soundtrack to the nostalgic school discos held in dingy nightclubs up and down the country.

There's something for the cool kids too, and New Order, Ultravox and The Pretenders get an airing across this three CD box set. It also contains a poster booklet of infamous *Smash Hits* covers, cartoons and readers' letters to help you reminisce the days when shoulder pads, leg warmers and bubble perms ruled.

BRIGHT YOUNG THINGS OF MUSIC

AND FASHION HAVE A NEW VOICE. CLICK ON TO THE LATEST ONLINE MAGAZINE

# WHAT HITS

## CHRISTIAN MCLAUGHLIN DISCOVERS WHAT'S WHAT WITH NOTTING HILL'S NAOMI SERENE AND HER NEW ONLINE MUSIC AND FASHION MAGAZINE. IT'S OFFICIALLY LAUNCHING WITH A ROCKING PARTY TONIGHT – AND YOU'RE INVITED!

THE WHAT? Yes, that's right – *The What?* If you want the juice in music and fashion, online publication *The What? Mag* will soon have the answers.

It's the brainchild of enterprising Notting Hill resident Naomi Serene and the launch party this Friday at The Fly Bar in New Oxford Street is ready to roar.

"Discovering and sharing, that's why I do it," says 24-year-old Naomi. "Music is a universal language, yet a lot of the music mags out there aren't very inviting."

Her ambition is to make music journalism accessible, especially to girls, who she says are often turned off by stuffy writers at leading publications.

"Big mags also pander to big bands, but it's the up-and-coming bands that need the most attention," she says.

True to her ethos, some of the tightest and brightest underground acts, including poker-hot Little Fish, will be showcased at Friday's opening.

And the fashion? It fits in because 'music and style are so inter-related' but *The What?* will also veer away from over-exposed haute couture to concentrate more on down-to-earth dressing up.

The project came about as an end-of-year assignment on the coveted fashion communication and promotion course at Central Saint Martins College of Art and Design.

A graduate of Latymer Upper School in Hammersmith, Naomi was

planning on studying American Studies at Nottingham University until she unexpectedly won a place on the course.

"I was told that I was good at combining words and images, so I put together a portfolio and somehow got in!" she says.

After four years in the thick of it Naomi didn't want to let the steam behind her to evaporate into nothing.

"As soon as you finish uni you feel drawn into the nine-to-five security of a regular job, but I say go for it – kill yourself and work three jobs to support the life that you really want."

All the design; most of the work on the photoshoots, and all of the writing on the website was compiled by Naomi. However, she recognises the need to develop a team and is keen for anyone interested to get involved.

"I don't know where I'll be in 10 years time, but it's all about the learning," Naomi says.

"Sometimes I stop and think 'what have I got myself into?' But then I go to the gigs, talk to people and feel the impact. That's when I know it's worth the risk."

Naomi will present *The What? Mag* Launch Party ([www.thewhatmag.com](http://www.thewhatmag.com)) today, Friday May 30, at The Fly Bar, 36-38 New Oxford St, WC1A. 7pm. £4. DJs: Joe Porn, 7-9pm; Uglymowgli, 11pm-1am; Lil Shaz and DJ Whirley, 1-2am. For bands check out the Q&As on this page. Call 08448 472 424, see [www.barflyclub.com](http://www.barflyclub.com) or [www.myspace.com/thewhatmagazine](http://www.myspace.com/thewhatmagazine)



CLICK ON THIS: Naomi Serene with her project, *The What? Mag*

### ON STAGE 9.30PM TONIGHT

ANDREW Nicholls is lead vocalist of *The Slow Blade*.

CHRISTIAN MCLAUGHLIN: Why does your band rock?  
ANDREW NICHOLLS: We make music that makes people want to riot and make love all at once.

CML: Describe your sound...  
AN: Scuzzy electronic rock. Nick Cave in a dark club overdosing on spice melange.

CML: Who's does what in the band and what are they like?  
AN: Cian – electronics. In his spare time he makes sounds that only dogs can hear with his array of electronic paraphernalia. He is also a painter of small ceramic shoes.

Ben – guitar. Like a cross between Omar Rodriguez and Keith Richards, both in playing style and physical appearance. He recently built his first guitar pedal. Me – vocals. A tall,

gangly fellow prone to random screams in the middle of sentences. Sam – bass. He has tattoos, drives a van and constitutes the heartbeat of the great beast.

Oliver – drums. Part horse, part man, part machine. He hopes to be schooled in tropical medicine and likes eastern European history and metal.

CML: How long have you been together?  
AN: One month. I've known Ben, Sam and Olly since school at King Edward VI in Lichfield, Staffordshire, and Cian met Ben on an art course at Saint Martins.

CML: Why would we be crazy to miss your set tonight?  
AN: We work extremely well live – it's big, darkly beautiful and makes you want to move.

CML: What's your ambition?  
AN: To be the best at what we do, to release great records, play bigger and better gigs and become a band that really matters to people.



THE SLOW BLADE: (clockwise from centre) Andrew Nicholls, Benjamin Tarrant-Brown, Cian O'Neill, Oliver Hickman and Sam Handley

### ON STAGE 9PM TONIGHT

EMMA Steele plays synths and vocals for Eugene Machine

CHRISTIAN MCLAUGHLIN: Why does your band rock?  
EMMA STEELE: 'Cos we got the funk!

CML: How would you describe your sound?  
ES: A headrush of bass-heavy beats, carnival-inducing percussion, psychedelic electronics and infectious pop hooks. Like the bastard robot offspring of Talking Heads, Moloko and LCD Soundsystem.

CML: Who does what in the band and what are they like?  
ES: The main protagonists are Robin Cieslak on guitar, beats and vocals. Richie Fingers joins in on bass and Karl the Baron on drums. Plus guests Achilleas on trumpet, Toby Funk on percussion/samples and there's me on synths and vocals. We are a collection of vinyl junkies, sci-fi freaks and 2012 Olympic rock hopefuls.

CML: How long have you been together?  
ES: Two years. We released our first single at the beginning of 2008 on Robotnik Records (available from Rough Trade



EUGENE MACHINE: How did you become involved with *The What?*  
ES: *The What?* asked us to play after seeing us last year in west London. We were over the moon!



ON STAGE 10PM TONIGHT

JUJU (right) is the lead singer and guitarist of Little Fish.

CHRISTIAN MCLAUGHLIN: Why does your band rock?  
JUJU: 'Cos we make people want to dart out from under their sofa, throw themselves into a live gig and beg for something more than music...

CML: How would you describe your sound?  
J: We are a live beatnik-punk duo, so our sound is raw, edgy, powerful and highly intense. The sound that we make is the response that we have to the lyric, emotion and melody of our songs. We have been likened to 'Patti-Smith doing Robert Plant while listening to The Yeah Yeah Yeah's!

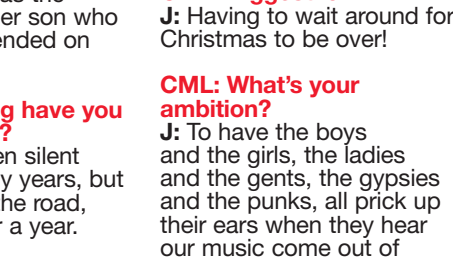
CML: Who's in the band, what do they play and what are they like?  
J: I'm the lead singer and guitarist daughter who tries to pull herself together. Nez (above) works as the beastly-drummer son who has always intended on doing good.

CML: How long have you been together?  
J: We have been silent friends for many years, but started hitting the road, playing gigs for a year.

CML: How did you become involved with *The What?*  
J: We met *The What?* through a promoter after playing at this year's Great Escape Festival on the Music Glue stage.

CML: What's your ambition?  
J: To have the boys and the girls, the ladies and the gents, the gypsies and the punks, all prick up their ears when they hear our music come out of their stereo.

Little Fish also play at the Isle of Wight Festival on June 15 and Glastonbury on June 28. For more see [www.myspace.com/littlefishmusic](http://www.myspace.com/littlefishmusic)



informer review