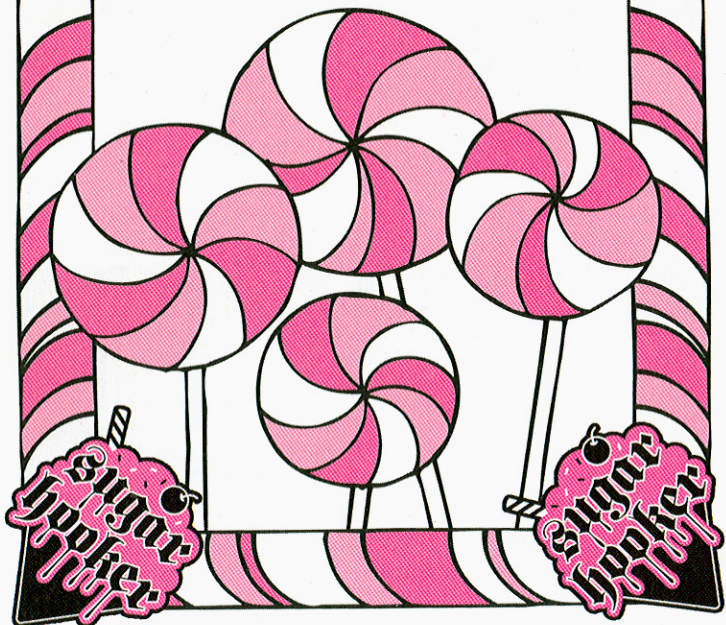


www.sugarhooker.com



## DATAROCK

Datarock Datarock

★★★

### Keepin' it simple.



Datarock definitely aren't doing anything new. In fact, there are

tons of bands who've done it before them. Lack of originality aside, you can't deny the Norwegian duo's ability to craft some pretty catchy numbers. As the title of their debut album indicates, Datarock strive on simplicity. Over an extremely minimalistic backdrop of '80s keyboards and electro beats, singer/guitarist Fredrik Saroea rattles off tongue-in-cheek lyrics soaked in sexuality and pure cheese—"Princess, you've got a prince ass" are about as deep as it gets. The record yields a handful of gems, like the Devo-esque nerd jam "Computer Camp Love," the Of Montreal-ish "Fa Fa Fa" and "See What I Care," which eerily evokes A Flock Of Seagulls. Sure, Datarock borrow from a lot of different sources, but if taken at face value, *Datarock Datarock* can be a hell of a lot

of *Heroins* sounds like early NIN—when it doesn't sound like you're at a Gay Pride celebration. That's not a dig at our gay friends, but as anyone who's ever been within earshot of a Pride Day Parade knows, that's the place to go for some

of tracks sounds draped with wide-open chords like low-hanging fruit—not so for the intimate, bed-sit mess-about that Stars are known for. If it ain't broke... (ARTS & CRAFTS; arts-crafts.ca) Luke O'Neil

GENRES SCANNED

## OCEAN GHOSTS

★★★

*Pepperoni Lovers* (SELF-RELEASED; oceanghosts.com)

**WHO?** Comedic hip-hop/pop duo from Columbus, Ohio.  
**SOUNDS LIKE?** Dudes just having a blast singing over samples from R&B, funk and disco records.  
**HOW IS IT?** One word describes it: Fun.

**ROCKS LIKE:** HAR MAR SUPERSTAR, GRAND BUFFET  
2GE+HER

## GENRE PEAK

★★★

*Ends Of The Earth* (IN-CODE; genrepeak.net)

**WHO?** Retro-sounding synth-pop trio from California.  
**SOUNDS LIKE?** All the late-'80s/early-'90s bands who fused electronica with rock. Think reverb-heavy snare drums, synthetic basslines, the occasional fuzzy guitar and some pop-rock vocals.

**HOW IS IT?** Some might say it borrows too heavily from its influences, but those people are probably just music snobs—*Ends* is definitely worth checking out.

**ROCKS LIKE:** DEPECHE MODE, INFORMATION SOCIETY  
EMF