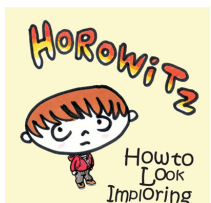# HOROWITZ

If you ever wondered what it might sound like when a former Rosehip and a PhD student make noise pop together you need to look no further. Pete and Ian from Stoke/Nottingham, United Kingdom are Horowitz and they've been around since 2005, playing shows to ecstatic popkids all over the UK, in Sweden and in Germany. They've already recorded a number of singles and a full length album, but now they've finally made a 7" for Cloudberry!

You wouldn't believe it if you saw him, but someone said Ian has the voice of a twelve year old, and it's true. Along with this brilliant voice come distorted, fuzzy guitars and some rather pretty melodies. And finally, as a finishing touch, add some Shop Assistants style drums to that and you've got a tune! Basically, The Drunks Are Writing Punk Songs and How To Look Imploring are two guitar-driven indie pop hits that you wouldn't want to miss out on.

When Horowitz says that It's Better To Eat Twinkies With Yr Friends Than To Eat Broccoli Alone, I say it's better to listen to Horowitz with yr friends than… Hmm… Well, it's better than most things!

What a single their forthcoming 45 on Cloudberry is, two songs that could fight all day for A-side status and you'd never be able to sensibly resolve it without UN intervention. "How To Look Imploring" is even more ridiculously tuneful than [Very Truly Yours'] "Popsong '91", all carefree careering down a luge of snowflake-covered melody, while "The Drunks Are Writing Punk Songs" admits little changes of pace while still anchoring them brutally to Tullycraft-esque hooks the size of the Appalachian mountains… there's no getting away from the fact that when both sides rule as much as this, the humble 7" continues to be one of our greatest sources of joy in this sometimes dark, decaying world.

IN LOVE WITH THESE TIMES IN SPITE OF THESE TIMES

HOROWITZ
How to Look Imploring

1014 - HOROWITZ
HOW TO LOOK IMPLORING
THE DRUNKS ARE WRITING PUNK SONGS

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