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p.055

The Electric Soft Parade
No Need To Be Downhearted

THE ELECTRIC SOFT PARADE

No Need To Be Downhearted (Better Looking Records)
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Tom and Alex White are two brothers from Brighton with a futuristic sense of melody and songwriting. Their newest release captures the DIY creativity and resourcefulness of their *The Human Body* EP while adding fresh elements and intelligent engineering. They evoke an array of moods that transition smoothly from one track to the next, making it hard to avoid being hypnotized throughout the experience. Before you know it, the CD has stopped and you've just listened to an entire album's worth of post-Brit pop genius. Equal parts mechanical and organic, this effort will surely open some minds to the wonderfully surreal possibilities waiting to bloom forth from the minds of these fellows.

