

INDIE ALBUM OF THE WEEK

THE LOVETONES

Axiom

Yep! / Undercover

At the risk of condoning the self-perpetuating hyperbole that permeates the cultural significance of the 1960s, at the heart of the emergence of the psychedelic pop movement was a realisation (sparked by some of Stanley Owsley's highest quality pharmaceutical products) that within the superficial simplicity of the humble pop song resided infinite layers crying out for artistic exploration.

That contradiction – or maybe it's just a dialectic – remains central to The Lovetones' music. Throughout it all Matthew Tow remains a master of the pop song. The first single lifted from the album, 'Wintertime in Hollywood', is proof positive, a love song that makes you smile without puking, with a melody that hangs around without overstaying its welcome. Or there's the sweet and sunny Californian happiness of 'Say You Will', a perfect recipe for a day at the beach free from the brain frying frustrations of everyday life. And just to

show that there's still some psychedelic exploration left in the Lovetones, 'Alone' rounds out the album with some blurry eyed, string-augmented artistic indulgence.

The Lovetones are criminally under-appreciated in Australia – for once, you can be sure the Americans are smarter than us on this one. *Axiom* is unlikely to redress completely that criminality, but it should help.

Patrick Emery