

CD TITLE: THE JOY OF MORE HOGWASH
ARTIST: MARTIN GORDON
LABEL: RADIANT FUTURE
CAT NO: RFVP 006CD
UK RELEASE: AUGUST 2004
LABEL SITE: <http://www.voiceprint.co.uk/>
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SALES NOTES:

- Second solo CD from former Sparks/Jet/Radio Stars bassist Martin Gordon;
- 34 UK radio stations playing the CD, including BBC Radio 2;
- Daily UK radio interviews;
- The follow-up to his critically-acclaimed 'Baboon in the Basement' release of 2003;
- 'Baboon' acclaimed as record of the year and Gordon declared to be 'pop genius' and 'among the top ten producers in the world';
- Features the same line-up as Baboon including one-time Who drummer Chris Townson and Swedish rock icon Pelle Almgren;
- 'The Joy of More Hogwash' is pop music for grown-up people, an ignored (and frankly insulted) market;
- 14 songs including one Beatles tune and the ultimate version of 'Love Power' from the Mel Brooks film The Producers, karmically recorded in the Berlin studio from which Josef Goebbels made his nasty little propaganda broadcasts;
- Song topics include misogyny and idiots (as usual) as well as Nigerian banking fraud, falling in love with aliens, science versus art, being beaten with twigs, casting TV shows and other evidence of the current pop-cultural malaise;
- Strong media interest with interviews scheduled with on-line, print and radio;
- Gigs forthcoming in UK and US;

PRESS COMMENTS:

Pop Culture Press "...The same top-notch all-star band as the last time out (his Swedish lead singer Pelle Almgren sounds uncannily similar to and as good as Robin Zander of Cheap Trick). ... Lyricaly, the album's as smart and hilarious as the last one. ...Add to that songs about modern technology and romantic flings with aliens, and well, speaking for myself, you can't have too much humour and sarcasm in music. There's also a terrific cover of the Beatles "Every Little Thing." Musically it's still very sophisticated glam rock/pop music, echoing the aforementioned Sparks album, Cheap Trick, and Queen, pretty much in equal portions. Instantly catchy, way smarter than it has to be, and simply top-notch. Once again, Martin Gordon has hit a home run; this is another fantastic album.

Kent H Benjamin

I-94 Bar "...Another impossibly great masterpiece of pathos, social commentary, and hard, polished pop....If the nimble, fuzz-stomp arrangements and writing Gordon is quickly building a reputation on could be correctly harnessed, they could light our cities. In a more perfect world, radio would be awash with the parade of tight, smart gems he has crafted for "The Joy Of More Hogwash" instead of reverberating with the unmistakable sound of millionaires' pension plans being topped-up. His wry observations on culture (pop and otherwise) are delivered with tongue firmly planted in cheek and his knack for sardonic, paper-cut sharp lyrics, adrenalized pop hooks, and grinning, gibbering genius is as dependable as the tides. Get your wallet out". 5 Beers.

Clarke F Paull

Fufkin "...Gordon has reconvened the excellent band that he formed for his first solo disc. John's Children/Jet/Radio Stars drummer Chris Townson, singer Pelle Almgren and guitarist Andy Reimer shine again on what is pretty much a perfect companion to the last disc... This may be even better than Gordon's first solo album. He and his bandmates are thoroughly in sync. The songs evoke Gordon's past bands, with bits of power pop and music hall and plain old rock and roll all mixed in. Everything is catchy and memorable. Has hogwash ever sounded more joyful?"

Mike Bennett