



And What Will Be Left Of Them? / Brontosaurus Chorus split 7" on pink vinyl
– available 15th October from popartlondon.co.uk and Pure Groove, Holloway Road.

The first release on "PopArt Records" will be a limited edition pink split 7" featuring

- *Side "A?" - And What Will Be Left Of Them?:* "Come With Me" and "Look In Your Eye."
- *Side "BC" - Brontosaurus Chorus:* "The Myth Of Love", "Distortion Pop" and "Kirsten."
- The record will also contain a secret weblink and password to download the tracks as mp3s, plus access to exclusive videos, audio tracks and photos.

The PopArt Records launch party takes place at The Metro, Oxford Street, London on Saturday October 13th and will feature live sets from And What Will Be Left Of Them?, Brontosaurus Chorus, Glasgow indiepop favourites Butcher Boy and Derby cult heroes Plans And Apologies.

Having pushed the boundaries of "indie club nights" as far as they can go, PopArt are proud to announce the launch of "PopArt Records".

The mainstream music industry these days is possibly too big and clever to release anything generally fresh and exciting ever again. The days of a glorious hit single emerging as if from nowhere and spreading its infectious heart-breaking and / or joy making magic over a nation have been replaced by an era of demographically targeted overly polished mediocrity performed by bland "yes-men" rock stars who can't see beyond shifting enough units to pay off the record company's advertising expenses.

Despite being fans of downloads and MP3 libraries on hard drive, PopArt feels that having a record collection has become a little un-personal and disposable. Music needs to become something that once again can be held, loved and treasured.

PopArt Records will release hot tunes on sexy coloured 7" vinyl, by artists who make music to be enjoyed by people who actually dance / cry / live their life through their records.

PopArt began back in December 2005, perhaps best known for events such as Bowl & Sebastian, PopArt is also a fanzine which bemuses several thousand people via email. The events, taking in bands, DJs, comedy and art, often for free, have received a fair bit of praise on the pages of Time Out and The Guardian Guide and on the airwaves via XFM. The next stage being releasing records and a web-based relaunch of the fanzine, PopArt are leaving no stone unturned in their DIY quest to rescue the music scene from dire homogeneity.

PopArt hopes that this split 7" will be the start of a long legacy of exciting and effervescent pop music that will soundtrack the misadventures of smart kids for years to come.

Keep a little PopArt in your heart.

Xx

www.popartlondon.co.uk
www.myspace.com/awwblot
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Band info overleaf

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Hailing from Worcester, "**And What Will Be Left Of Them?**" are one of the hottest live acts in the UK. Their own unique marriage of blistering punk energy, unstoppable dance floor rhythms and pure pop sensibilities has secured them a devoted fanbase (TheM People) who turn the bands already incendiary live shows into near riotous celebrations bellowing "awwwwwww-BLOT!" between the songs .

The band has spent the summer touring the UK and have played alongside acts such as Misty's Big Adventure, ¡Forward Russia!, Art Brut, iDou, The Hot Puppies and The Loves. Armed with a little charm, a lot of shambolic style and "performing as a band on the brink of greatness" (Rhythm & Booze)

And What Will Be Left of Them? have stolen the show at several PopArt events and we are extremely proud to have the pulsating live favourite "Come With Me" on our first single.

"AWWBLOT make me want to dance, scream, shout and sing manically. The male/female anti-harmonies erupt in both a homage to The Slits whilst subsiding in a mist of self-appropriation. And What Will Be Left Of Them certainly mean it, man. Who could follow that?" **DROWNED IN SOUND**



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In the space of just 12 months, the London based indiepop band **Brontosaurus Chorus** has evolved from a two piece sowing the seeds of a musical dream into a 7-piece tour de force. Brontosaurus Chorus spent the Summer winning fans over at a variety of landmark gigs including slots supporting Cats On Fire and Pink Grease, not to mention an even more wow-some slot at Dublin's "Electric Picnic Festival".

Merging bittersweet melodic summery girl/boy guitar pop with epic bass lines and orchestral layers, Brontosaurus Chorus take some of the best parts of indiepop history ("His & Hers" era Pulp synth majesty, the dewy loveliness of early B&S, Joy Division / The Cure styled bass & guitar lines) and manage to turn it into a sound that is both familiar and entirely new.

This will be Brontosaurus Chorus' first release and with the rapid progression of their career to date, I'd recommend buying it purely as an investment however all three songs on the "BC" side of the vinyl are just too damn playable to be left in mint condition.

"How can you not adore a group called Brontosaurus Chorus? T'Chorus have a host of instantly lovable songs - traces of B&S, Hidden Cameras, the runaway day-glo pop of Tullycraft, and the sense that here's a band that knows how to leave you smiling." **Ian Watson, How Does It Feel To Be Loved?**