INTRODUCING

FLORENCE AND THE MACHINE

British art-pop sensation Florence Welch is in need of attention and we can see why. She looks like Feist, dresses like Katy Perry, sings like Tracey Thorn interpreting Björk and is backed by a harp and screaming acoustic or slide guitars, depending on her mood. With an NME tour and a recent Critics' Choice Award at the Brits, Florence and the Machine have come into 2009 with all the momentum needed to make it very big, very fast. Lyrically brilliant and rather daring by current pop-tart standards, Florence begins her hit "A Kiss with a Fist" with: *You hit me once / I hit you back / You gave a kick / I gave a slap / You smashed a plate over my head / Then I set fire to our bed…* She describes her writing as being filled with "guilty stuff" (which scares us just a little given the above lyrics). She is charming, with a typically British sense of humour, listing "fat choir music" and "going into the woods to be feral" as her biggest musical influences. In one 22-year-old, you get the blues of "Girl with One Eye," the beautiful harmonies of "Dog Days Are Over" and some surprises, including an inspirational cover of Springsteen's "Going Down." It's all good.