

Today I'll be reviewing 'A New Flame', by Simply Red. I don't know if it's a concept album, but if it is it's pretty funny. Here is the track list: 'It's Only Love', 'A New Flame', 'You've Got It', 'To Be with You', 'More', 'Turn It Up', 'Love Lays Its Tune' - pretty cliched love songs, right? But then you get the song 'She'll Have to Go'. It really came out of nowhere, didn't it?? It's like someone telling his girlfriend 'You're really super' over and over again, then buying her loads of fancy presents, then him going 'Actually, go away'. That's cold. It's especially surprising when you take into consideration how mellow this album is from start to finish. The following song 'If You Don't Know Me by Now', (that also goes 'you will never know me') is a real kick in the teeth, as it implies the girlfriend is at fault. It's just not the kind of thing I'd expect from a soul/pop group. Maybe SR have invented a new genre? Hate pop. :S

It may just be my imagination (do some Googling and see what you think), but is SR singer Mick Hucknall doing a comedy bow on the album cover in question? It's like him saying 'Got you! Powned!' (Again, have a look for yourself). Personally I think he's more cruel than funny, but apparently ANF has sold more than two million copies in the UK alone, so he clearly has a successful style. Just morally wrong. And just saying, but the album is pink, not red. It's certainly not SIMPLY red. Again, another pown, I'm guessing. Interestingly the album didn't do so well in Japan. It could have been worse, though. If the album didn't sell at all there, they would quite literally have no souls. (Well no soul music). :)

Still on the subject of album sales, why is a platinum album supposed to be better than a gold one? As far as I'm concerned, platinum is just an expensive grey, and who likes grey? Gold may be more pleasing to look at, but still - it doesn't really do anything, does it? You know what my favourite elements are? Oxygen, that's a good one; Carbon is pretty important too; and lastly Arsenic is good just because it's amusing to say. It's the Uranus of elements. Sadly as it's poisonous, you'd need some unusual reasons to have any in your house. Unless you're an assassin. In that case, keep as much arsenic as you like. Do you know what element I really hate? Plutonium. There's poisoning people you don't like and making them a bit sick, but a material used in nuclear weapons? Waaay too far.

You know what I don't get? No country can agree on what exactly makes an album Silver, Gold or Platinum. According to America one million is platinum, the UK thinks 300,000 is platinum, and Peru is (apparently) way off, thinking 6,000 is platinum. Make up your minds! Is this some kind of synesthesia thing?? People do realise seeing numbers as colours is a disorder, right? It's not maths or science, people really shouldn't be listening to people with the condition. It's like listening to Flat Earthers. No, scratch that, it's like putting Flat Earthers in charge. And that's coming from me, a person with a long history of schizophrenia. Personally I think Bulgaria should decide what gets called gold at least, as I THINK the material was first discovered there. In that country one thousand sales are gold, close to Peru's 3,000. It seems Peru aren't so silly after all.

Anyway! What rating do I give the Simply Red album? It may be one of the first examples of trolling, but I like it. Let's give it 8.5 out of 10 for the logical Bulgarians; 8,500 out of 10,000 for the excellent Brits; and 8,500,000 out of 10,000,000 for the sensationalist Americans. Hmm... What else to say? Oh, I know. Offensive track 'If You Don't Know Me by Now' is just 32 beats per minute, making it slower than a lot

of funeral doom music, and therefore more brutal. How's that for a thought? I for one had never heard of the genre 'doom pop' before. Sadly the album doesn't have the track 'Fairground' on it, which I really like, despite the silly lyrics. They go 'let's make amends like all good men should, and go to the fairground' or whatever. Going to Thorpe Park seems like a bit of a weird way to bury the hatchet to me, but I suppose it could happen. How about a nice card and a bottle of wine? Bye!