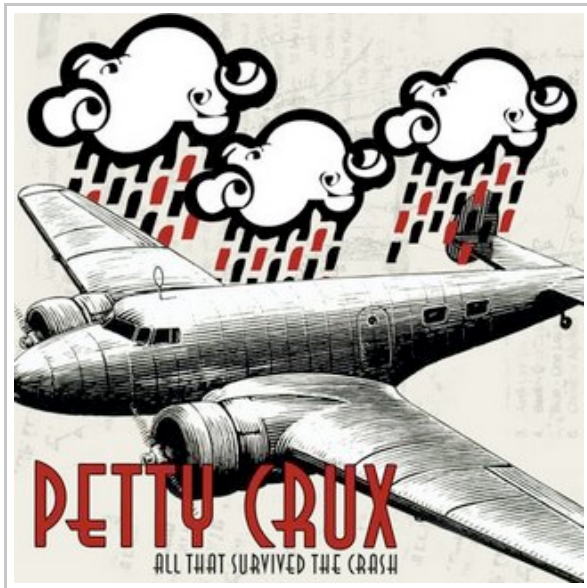


# The Ripple Effect

The best music you're not listening to. Reviews of lost classics and obscure titles. Unheralded bands and songwriters. New bands deserving of greater attention. It's all here, on the Ripple Effect

MONDAY, JUNE 16, 2008

## Petty CruX - All That Survived the Crash



Earworm.

Petty CruX is an earworm.

Now, if that may sound like a strange way to start a review, let's back up just a little bit. Petty CruX is a powerpopping, brit-rock, indie band, currently taking New York by storm. Having played at all

the major clubs in the Miami area and winning the 2006 *Miami New Times Battle of the Band*, the boys simply needed a larger stage to set their eyes upon. They've been called by those in the know "bold and engaging, with superstar written all over them," and claimed to be a "rival of any good Brit pop band coming out of the U.K."

And they're an earworm.

One of the great things about our job here at *the Ripple*, is that while we're sifting through the musical detritus that lines the rock and roll highway, we occasionally stumble upon a treasure, a tiny gem, sparkling under the faint glow of recognition. Clemente, one of the main CruXers, popped their self-produced debut *All That Survived the Crash*, over to our illustrious office and eventually it landed on my desk with all the fanfare of another piece of junk mail. A car wash coupon. A pizza flier.

What I didn't expect was an earworm.

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If you're in a band or the industry and you'd like your music to reach a larger audience, send it to us for a review. Contact Racer X at Tseverin@aol.com or send your stuff to The Ripple Effect c/o Todd Severin 5401 Norris Canyon Road #100, San Ramon, Ca 94583. You'll find our reviews and commentary over at Peacedogman.com as well.

Please read the submission policy below.

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So, always working for you oh [waverider](#), I plunked the disc into the player and immediately started bopping my head to "Real Love," a crushing, chiming display of smooth powerpop with a killer riff, nice vocals with a swooping bass line leading to a charging chorus. It was then, while I was grooving with the boys, digging what they were laying down, letting that fantastic hook penetrate my body, that the earworm made its way into my brain. Days later, I was in my closet folding clothes, hanging my vast assortment of rock and roll t-shirts, when I found myself singing a song. But what song? I didn't even recognize the melody coming from my own mouth and then it hit me. "Real Love," had worked its way into my brain. It was now a part of my consciousness. It was that good.

And that's what an earworm is, a line, a hook, a melody that works its way into your brain where you hear it over and over. When that song is a television jingle it can be torture, but with the **Petty Crux** melody, it was just good fun, like having a jukebox bolted into my head.

Then, suddenly, "What do You Care," with its spasmodic, angular guitar riff rocking over a **Gang of Four** or [the Automatic](#) beat followed next, emanating from my mouth with a chorus as memorable as anything to come from the current wave of postpunk guitar bands like **the Killers** or **the Strokes**. I could hear the sparkling guitar, that incessant, instantly catchy hook. I was banging my hands against the closet door to that driving drum beat that sends the chorus into fifth gear. All I could remember thinking was that this song needs to be heard, it should be huge. The earworm had worked its way from my cortex to my auditory center.

"Slow," a mournful ballad came next with its swooping vocal line, a beautiful and evocative tune. "Heroes Are Lonely," breaks form, launching off with a jazzy drum and keyboard intro harkening back to the days of **Level 42** or **Curiosity Killed the Cat**. There again were those smooth, soaring vocals, the insistent guitar lines, beautiful background vocal harmonies, a head-bopping bass line and a chorus that seared straight into my nervous system. The earworm had worked its way deeper, now entering my limbic system, where "Apocalypse. . . For Now," drove the damn thing home. Following a scattering, chopping guitar riff, and thudding rhythm, the boys craft another perfectly paced powerpop gem.

Is "All That Survived the Crash," a perfect album. Well, no. Overall, the songs suffer from a lack of production like you'd expect from a self-produced release. "Take My Hand," a tender ballad, is just screaming out for orchestration and a symphonic accompaniment, but these are minor complaints, simple things for any powerful producer to smooth out and embellish. What *Crash*, does show is a band brimming with potential, capable of crafting some instantly memorable melodies and the skills to drive those melodies soaring to heights that few bands can obtain. The future will decide where **Petty Crux** take their talent, but we at *the Ripple* will be there,

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waiting, watching to see what happens. Waiting for Clemente and the boys to drill that next earworm into my brain. The first one's already made its way to my cerebellum, so I guess I got room for more.

--Racer

Sorry, the boys don't have a video yet. But check them out at [www.myspace.com/pettycrux](http://www.myspace.com/pettycrux). The songs are available there for download. Check out "Real Love," "What do You Care," and "Stand," to get a glimpse where these guys are coming from.

Posted by The Ripple Effect at [4:00 AM](#) 

Labels: [all that survived the crash](#), [britrock](#), [CD Review](#), [free mp3](#), [indie rock](#), [music review](#), [myspace music](#), [new music](#), [petty crux](#)

### 8 comments:

**Anonymous said...**

Pretty Crux are AWESOME!!!!!!!!!!The songs have great lyrics and amazing melody. MY NEW FAVORITE BAND!!!!!!

[June 16, 2008 8:39 AM](#)

**[Golf Anywhere](#) said...**

Saw these guys a few months back. Instantly hooked. See them immediately, if not sooner, if you like good music.

[June 16, 2008 9:00 AM](#)

**Anonymous said...**

I love this band!

[June 16, 2008 10:02 AM](#)

**[Outchy](#) said...**

yeah, i must say that i'm impressed. can't wait to hear what comes next from these guys.

[June 16, 2008 11:06 AM](#)

**Anonymous said...**

Seen them live...these guys are special..not just another "band" trying to make it

[June 16, 2008 11:17 AM](#)

**Anonymous said...**

I'm now officially a "cruxer" - I love this band's sound, I've been listening to it all morning! Are they playing any shows soon?

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Field Report (5/26/08): The Police - San Diego

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Bang - Mother/Bow to the King

**Anonymous said...**

I've seen them here in Miami and they blew me away. I totally jam out to their music on myspace at work every now and then...great band!

[June 16, 2008 2:09 PM](#)

**Anonymous said...**

Petty Crux rocks! I'm a huge fan. Can't wait for more from them.

[June 16, 2008 6:37 PM](#)

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Sugartooth - Sugartooth

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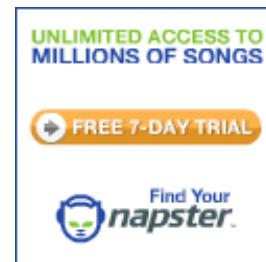
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Sunset

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Tegan and Sara - So Jealous

The Automatic - Not Accepted  
Anywhere

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Excel - The Joke's on You

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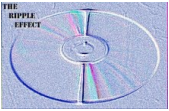
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### The Ripple Effect

Music is a form of a expression, a sonic snapshot of a precise moment in time. Everybody has their own voice. Some are angst ridden and you can feel it. Some voices are filled with the strength of a thousands angels, and you can feel it. That's what we expect from a musician. Give us something we can feel, because contrary to popular belief, we want to feel your pain. Or your joy. We want to feel it all. Racer X, Pope John the Enforcer, and the Fearless Rock Iguana are former radio disc jockeys, rock and roll front men, musicians and writers. We love music and want to share with you what grabs us. As you flip from page to page, review to review, keep in mind that the reviews you see are simply our opinions. We don't have degrees in music theory. We don't perform with a philharmonic symphony. We are fans of music and what we intend is to express our feelings towards the feelings that are expressed towards us. New bands are reviewed three times a week. Check in with us often to see who the latest find is. Rock, metal, funk, new age, jazz, downtempo, world or folk.. It doesn't matter. Make us move, make us feel and we'll let the world know. That's the Ripple Effect.

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