

# So Cow

## Meaningless Friendly

FORMAT: LP/CD/Digital

CATALOG#: TTT-040



**Brian Kelly:** Guitar, Vox, Bass, Drums  
RECORDED and MIXED by Brian Kelly.

“\*” indicates bonus track on **Ltd. 7”** & **CD**.

### TRACK LISTING:

01. **Start Over** 2:13
02. **Shut Eye** 3:59
03. **International Waters** 7:22
04. **Dunno** 2:09
05. **The Tony Keady Affair** 2:35
06. **Limboat** 2:30
07. **Mokpo** 1:37
08. **Girl Racer** 2:24
09. **Away Leg** 0:53
10. **(I've Got A) Horrible Feeling** 2:11
11. **Hell** 2:17
12. **Random Girls** 3:08
13. **Bit Late For That Now, Innit** 2:09
- 14.\* **Ain't No Fun** 3:19
- 15.\* **Laughing Disaster** 1:25
- 16.\* **Hiding In The Bathroom** 2:26

The passport was stamped and the raw gems delivered by Tuam, Ireland's So Cow with this second LP on Tic Tac Totally, **Meaningless Friendly**. First-off, being that his self-titled LP is a collection of his self-released recordings, this is actually a damn long-awaited brand new full-length from the man. That said it picks up exactly where you'd want it to. The new record dishes 13 cuts of all the various shapes, sizes and colors that made his previous work...work (with an additional 3 on a Ltd. bonus 7" EP, or on the CD version), while mixing in more sophisticated takes on his scuzzed-up, rambling, pop aesthetic. Smart power-pop with a dexterity to go epic at times, So Cow stretches over Home Blitz territory and a bit of Gizmo-land, but with the lyrical content going from sweetly innocent to starkly profound to goofball quirky humor. Hitting on the charms and character that make the Television Personalities tick (and not less than a dash of the TVP's musicality either!). These new songs constantly find themselves running wild with ideas in a natural A.D.D. whirlwind, but with a sharp and focused skill. So Cow glues spasms of noise and off-kilter parts to a pop skeleton, weighing it down, giving it arthritis, then making it into an entirely new beast many times. Too fluid to be dry or drawn out epics, but too epic to be trite pop. All this together and it runs like a train of thought to the nut house for a romantic dinner with a phantom lady. This album gets stuck on your brain and then you melt a grilled cheese sandwich over it. There is no escape from So Cow.

Catch So Cow at SXSW and supporting the album with a nearly year-long tour schedule covering the US and Europe.



### SIMILAR SOUNDZZZZZZZ:

Television Personalities, Home Blitz, The Nerves, The Clean

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