

American Hi-Fi
The Art of Losing
Island Records



By Daniel Q. Marek
College Times

The art of rock & roll needs to be shaken up every so often and with American Hi-Fi's self-titled debut and the hit single "Flavor of the Week," they proved that 'selling out' is only a state of mind. With an updated version of power pop meets punk (Green Day has been on their way out for too long anyway), they deliver their sophomore effort *The Art of Losing*.

A monstrous sound envelops the album that brings the energy of punk, but keeps just enough rock and pop edge not to leave out wide audiences. Kicking off the album with the single "The Art of Losing," Hi-Fi pulls you in with a punk rock anthem ready to get hordes of people singing and jumping along to "Suburbia is hot tonight/ but nothing seems to feel alright...Hey, ho, let's go/ I'm gonna start a riot/ You don't want to fight it."

They then break into the pre-pubescent "The Breakup Song" teasing "I can't believe I hung around with you all this time/You drove me crazy with your O.C.D./Girl you're out of your mind." Although the lyrics sound immature, the driving background guitar crunch with tight rhythm breaks provide the perfect sound to thrash around to after you realize you're ex still has half your records.

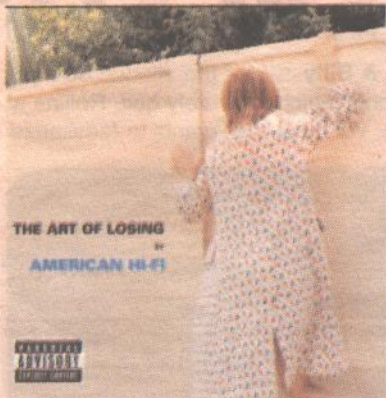
With "This Is the Sound," Hi-Fi pulls a 180, sounding more like an English pop-rock act (think Oasis or Doves), but punches up the choruses with their signature grunge guitars. Although the song has a great pop-rock radio quality, it sounds like the band is imitating someone else to get their one radio hit.

With so many rock genres stuffed into one album, one could endlessly tire over what to make of this Boston quintet. But upon first listen, you'll realize that classification flies out the window faster than an N'Sync album in the hands of four bored suburbanites handling a shotgun loaded with crunch guitar and an antic explosive energy. Hi-Fi gone American has upped the anti in pop-punk gone mainstream and with *The Art of Losing*, we're sure to see the young masses flock to this "Beautiful Disaster."



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THE ART OF LOSING
BY
AMERICAN HI-FI

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