

## The NEW British Invasion

Written by Luis Noble

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A slew of modern British artists is starting to take over our airwaves (and iPods) here in the U.S.A. — again.

The United States is no stranger to the English. It wasn't too long ago (in the grand scheme of things, at least) that we were declaring our independence from the British Empire. Two things have stuck — the language (clearly) and, more importantly, the music.

While the U.S. provides us with the best of the best in film media and has crafted the best musical genres (I'm looking at you, country and rock 'n' roll) through the amalgamation of cultures that is our great nation, we've always had a fascination with the sounds coming out of the U.K.



The biggest example of this was in the 60s with the British Invasion, fueled mostly by Beatlemania. The Beatles were “more popular than Jesus” by 1966, especially in the United States. The quartet's indelible musical style forever changed pop music and had us keep an open ear to the steady stream of artists flowing from the area.

Although historical events may not be repeated by any of these upcoming acts, the music is still phenomenally good. I feel obligated to introduce the artists that have come my way. Some, like La Roux, have already made a big splash in the U.S. and some are about to make the big-time, like Florence and the Machine. There's a little bit of everything coming out of Britain right now: a surge in 80s-style pop, dreamy electro-pop, hip-hop infused electronica and some solid folk music.

Let's get you in the know of this Britpop invasion.

Here's a list of some of the British artists I'll feature in the coming weeks:

- **La Roux**

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- **Florence and the Machine**
- **Little Boots**
- **Hurts**
- **Mumford and Sons**
- **Marina and the Diamonds**
- **Mr Hudson**
- **Ellie Goulding**

Up first is 80s-esque electronica duo, La Roux. You may have heard their debut single, "Bulletproof," on the radio this summer.

Here's the video [via Youtube]:

Stay tuned for my features on these and many more artists in my blog series, *The New British Invasion*.