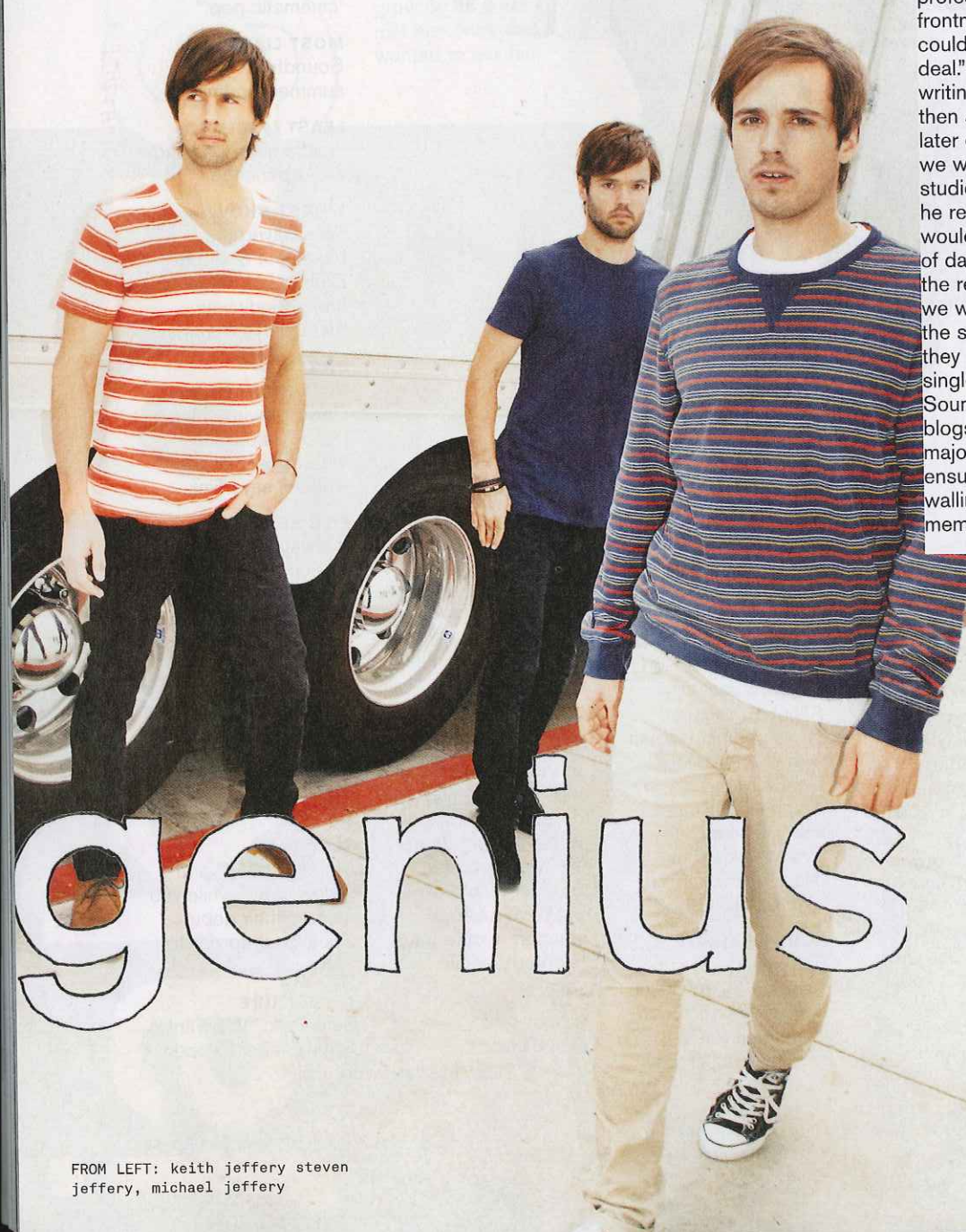




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atlas

FURTHER LISTENING: ST. LUCIA
WE ARE STANDARD,
EXPENSIVE LOOKS



KEITH JEFFREY
guitar and vocals
MICHAEL JEFFREY
drums
DARREN SELL
keyboards
STEVEN JEFFREY
bass

Comprising three Australian brothers and their English friend, Atlas Genius began as a hobby in 2009, but quickly turned professional before frontman Keith Jeffrey could say "record deal." "We were writing for fun and then about six months later decided that we wanted to build a studio to record in," he remembers. "We would spend a couple of days writing, and the rest of the week we would dry wall." In the summer of 2011 they posted their first single "Trojans" on Soundcloud—the music blogs got hold of it, a major-label bidding war ensued, and now dry-walling is but a distant memory. LD

SOUNDS LIKE: Gliding basslines, earnest choruses, and just enough melancholia to keep the pop structures grounded.

THE HYPE: Plucked from the blogosphere, these guys have the summer's next big anthem on lock.

HEROES/INFLUENCES: "Growing up it was all about The Beatles, Death Cab for Cutie, The Strokes, The Police," says Keith.

WORST SHOW: "The good news about not playing any shows yet is we don't have a worst show!"

DREAM SHOW: "A club show with Phoenix would be cool!"

DREAM COLLABORATION: "Beck—he's so hard to pinpoint, and he's consistently so good. I would like to see how he works in the studio."

FILE NEXT TO: Phoenix, The Kooks, Temper Trap

PLAY THIS: Debut single "Trojans"; their EP will be released June 5th.

THE FUTURE: "I think we all dream of being able to tour the world and see enough people at our shows to be able to keep playing."

photographed by andi elloway. grooming: kelsey deenihan at exclusive artists using dior homme.

FROM LEFT: keith jeffrey steven jeffery, michael jeffery

