



Guy Chadwick of House Of Love

## HOUSE OF LOVE

**AS THE** pop world becomes increasingly polarised between pretty boy bland pop and morose but earnest indie noise, Guy Chadwick and his band the House Of Love look set to straddle both camps with an elegant rock sound that has instant pop appeal as well as a darker rock intensity. Chadwick may not be a fresh faced pop idol cut from the same cloth as Jason Donovan but he is an affable figure.

"I've never liked all this pop star nonsense, everybody should be treated like a human being," he says. "I see no point in trying to be aloof or distant just because I've been on the cover of *NME*."

Taking a break from re-mixing a couple of new tracks, Chadwick is eager to talk about the House Of Love. Formed in Camberwell about three years ago, it was a hard slog to get started. "We just couldn't get a following. It was very hard. People thought we were a bunch of old hippies or something and weren't at all interested." But they kept plugging away, recorded an album for indie label Creation and became the darlings of the rock weeklies. Then came the inevitable leap to a major label – Fontana. "A lot of bands fear signing to major companies thinking they'll be forced to compromise or something. But I'd have never signed if I thought that was going to happen."

The new album, 'Fontana', draws on a number of classic rock influences from Television to the Velvet Underground but maintains a clear identity of its own.

"I've never consciously copied anybody and I found it quite funny when somebody compared us to Big Country. It's the songs that come first for me and the treatment they get rests on what the song needs."

Lyrically, Chadwick shies away from the banal clichés that pervade most chart material. "That kind of approach just doesn't interest me. I don't think or talk in clichés. I hate clichés, so there's no way I'm going to use them. I took two years to finish 'Hannah'. I'm very serious about all this."

Chadwick's personality, open but slightly enigmatic, has already made him the band's focal point. It's not a situation he finds difficult. "I like talking. I have a big ego and talking about the band or what I think comes very easily to me. I'm off to the States soon to do promotion for the album and I'm looking forward to it." He's never set foot on US soil but Chadwick feels that the House Of Love have a good chance of breaking through in stadium rock land. "But we'd want to do it different."

While concerts appeal to the fun-loving side of Chadwick's psyche, it's studio work that provides the real stimulation and fulfilment. "That's where things are created. Live shows are exciting but I love being in the studio – it's better than getting a day job."