


DROWNED IN SOUND

[DiS Needs You: Save our site »](#)

- 
- [Records](#)
- [In Depth](#)
- [In Photos](#)
- [Blog](#)
- [Podcast](#)

- Search for:
- [Search](#)
- [Community](#)

- [Records](#)
- [In Depth](#)
- [Blog](#)
- [Community](#)

THIS SITE HAS BEEN ARCHIVED AND CLOSED.

Please join the conversation [over on our new forums »](#)

If you *really* want to read this, try using [The Internet Archive](#).

[Don Broco](#)

[Technology](#)

Label: Sharptone Release Date: 02/02/2018



 by [David Granger](#) February 5th, 2018

Following on from a busy 2017, **Don Broco** are kicking off 2018 with the release of their third and most ambitious album yet: *Technology*. The journey to release has been quite a long one, from the early 2017 release of the single 'Pretty', combined with a massive social push to convince fans that band member Tom was getting married (he wasn't). This was a bit controversial amongst fans, but it got people talking

After a secret set at Reading and Leeds, an honour they shared with rock legends Queens of the Stone Age this time around, there was even more pressure. Despite being an amazing year for the band, it was a tough one - they almost split. Though we know that these tumultuous times can produce the best records. Did it do it for Broco?

Technology is new, it's risky, it's a breath of fresh air that could only follow the months of weird promotion that lead to it. Compared to 2015's *Automatic*, *Technology* is a much more diverse beast. Of course it's still mainly rock, but tracks like 'Porkies' are almost crossover attempts with the synth beats opening the number. Rock is still what they do best, with 'Everybody' being one of the best they've ever released.

Don Broco - Come Out To LA (Official Music Video)



Technology isn't so much a cohesive album, more one made up of unique moments. 'Pretty' use self-aware samples, 'Porkies' gets political, and 'Good Listeners' leaves you listening to Damiani talking about having chilli con carne for tea with his mother. It's bizarre and wonderful.

On a 14-track album, you'd expect to have a couple of songs feel a bit 'filler-y'; 'Got To Be You' is a little dull and simplistic, maybe it wouldn't feel such if it wasn't surrounded by other ambitious tracks. One 'dud' out of 14 isn't bad going at all. A couple of other tracks do feel a little bit safe, 'The Blues', to name one. Again, maybe it wouldn't feel safe if not on an ambitious and large record, but it isn't the comedown you want when listening to some of the best tunes Broco have ever produced. It's much harder to decide on a standout track than one that maybe isn't so great - that's a very good sign of a good album.

If there was much else to criticise, it would be the extremely long promotion for *Technology* making it so that a good chunk of the album is already known to fans, and these tracks are largely within the first half of the record. Spacing the promo tracks and singles out a bit would really make that first listen through much more special, no one wants it to feel like a chore, but you are wading through the familiar to reach the unknown.

In one of the best tracks of the album ('Greatness') Damiani roars to "*Give me fucking greatness or give me nothing at all*" (in between some iconic Little Richard inspired howls), and if that was the bar Broco set for this album, they gave us fucking greatness. *Technology* is without a doubt their best album to date, it was time to know just what Don Broco are capable of, and it's a whole damn lot. Will this please die hard fans? It surely will, being filled with the signature Don Broco charm and sound, but shows elements of growth and diversity - as a third album should. The year is off to a good start for them.

![[105370]](<http://dis.resized.images.s3.amazonaws.com/540x310/105370.jpeg>)

- 8
David Granger's Score

[Log-in to rate this record out of 10](#)

Share on

Love DiS? [Become a Patron of the site here »](#)

LATEST

- [Drowned in Sound is back!](#)
- [Drowned in Sound's 21 Favourite Albums of the Year: 2020](#)
- [Drowned in Sound to return as a weekly newsletter](#)
- [Lykke Li's Sadness Is A Blessing](#)

- [Glastonbury 2019 preview playlist + ten alternative must sees](#)
-



- [A Different Kind Of Weird: dEUS on The Ideal Crash](#)
-

<

[Franz Ferdinand](#)

[Always Ascending](#)



105369
105372

[Stef Chura](#)

[Messes](#)



>

[LATEST](#)

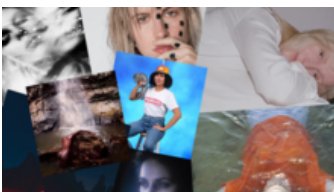
news

[Drowned in Sound is back!](#)



news

[Drowned in Sound's 21 Favourite Albums of the Y...](#)



news

[Drowned in Sound to return as a weekly newsletter](#)



Playlist

[Lykke Li's Sadness Is A Blessing](#)



Festival Preview

[Glastonbury 2019 preview playlist + ten alterna...](#)



Interview

[A Different Kind Of Weird: dEUS on The Ideal Crash](#)



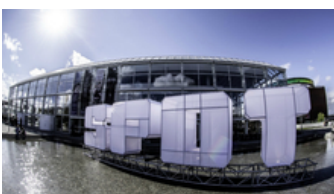
Festival Review

[Way Out East: DiS Does Sharpe Festival 2019](#)



Festival Review

[25 years of SPOT Festival: DiS Picks Its Best 11](#)



[MORE](#)

feature

[Why winners always quit, OR: The Gonzo Guide To...](#)



feature

[Mogwai on Radiohead: Robin Hoods or Robbing Gits?](#)



feature

[Radiohead's Kid A - the DiS re-appraisal](#)



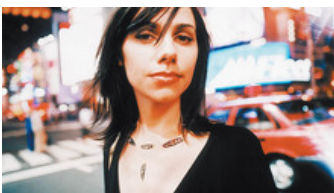
news

[Drowned in Sound is back!](#)



Staff-generated

[Year 2000 - A Playlist of Songs Wot Soundtracke...](#)



news

[Q1 Digest: Most Read and Editor's Recommended R...](#)



•

Artist-generated

[Rappers and Melody: An Analysis by Chilly Gonzales](#)



•

feature

[The Critic Sleeps Alone Tonight... Fighting Ove...](#)



•

[MORE](#)



- [DROWNED IN SOUND](#)
- [HOME](#)
- [SITE MAP](#)
- [NEWS](#)
- [IN DEPTH](#)
- [IN PHOTOS](#)
- [RECORDS](#)
- [RECOMMENDED RECORDS](#)
- [ALBUMS OF THE YEAR](#)
- [FESTIVAL COVERAGE](#)
- [COMMUNITY](#)
- [MUSIC FORUM](#)
- [SOCIAL BOARD](#)
- [REPORT ERRORS](#)

- [CONTACT US](#)
- [JOIN OUR MAILING LIST](#)
- FOLLOW DiS
- [GOOGLE+](#)
- [FACEBOOK](#)
- [TWITTER](#)
- [SHUFFLER](#)
- [TUMBLR](#)
- [YOUTUBE](#)
- [RSS FEED](#)
- [RSS EMAIL SUBSCRIBE](#)

- MISC
- [TERM OF USE](#)
- [PRIVACY](#)
- [ADVERTISING](#)
- [OUR WIKIPEDIA](#)

close

[Galleries](#)

of
by