



Track Review: Side FX and Kim Cameron's "Forever"

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It would seem that Side FX and Kim Cameron are making a habit of defying my expectations this year. In a climate that's over-saturated with throwaway tracks and artists, Kim and the gang are bringing back the kind of creative and melodic sensibilities that can make pop music so satisfying.

My introduction to Side FX and Kim Cameron came in the form of her summer single "Let's Fall in Love," a slick and polished dance track that relished in its colorful synths and lustrous

production. This time, however, things have changed, at least a little bit.

"Forever" is still undeniably poppy, as a Cameron track would be, but the focus has shifted to a more bass-heavy texture, one that is not quite *organic* but certainly more intimate, as this production shifts all the more emphasis to Ms. Cameron's phenomenal vocals.

By the time the track reached its end, I knew I had to play it right over again. The hooks on display here are monstrously catchy and well-executed, suiting the more subdued production masterfully, and just as I'm sure this is going to be among the catchiest songs I listen to this year, I'm also sure that Kim Cameron is one of the greatest pop singers around today – no small claim.

Now, I'm not sure how much my recommendation means to you, but if you're looking for a new standard in modern pop music, I would direct you, first and foremost, to the work of Side FX and Kim Cameron, especially after hearing their excellent work on "Forever." -Andrew Oliver