

The band is worthy of the hype... What I love about [Hallelujah Sirens] -- it could have gone a couple of ways. The co-ed vocals, gauzy guitars, the way those creeping subterranean basslines work their way through the songs, puts me in mind of those British shoegazer bands of the early 90s. The big washes of guitar sound, beautiful atmospheric melodies tucked inside these big cavernous guitarscapes... But there's a flipside to this band. They could just do that beautiful humungous ballad thing for an entire album and probably do pretty well at it. But they also got these grooves going — the bass/drums thing — that sort of hurdling momentum of these songs is what really put me over the top about this record. I think about listening to this record as if I was hearing a great song rushing past me from a subway train. Like you just hear it, and it's passed you before you know it.

**Greg Kot, Chicago Public Radio's
Sound Opinions & Chicago Tribune**

Dirty on Purpose has drawn comparisons as diverse as R.E.M. and Sigur Ros. The New York rock group makes music that's at once aggressive and quiet.

Bob Boilen, NPR's All Songs Considered

Yo La Tengo is still the most obvious touchstone, although "Marfa Lights" has the buzzing, slow-build intensity of a classic Sonic Youth tune, and "Your Summer Dress" offers echoes of the Sundays' diaphanous guitar shimmer. Overall, however, Dirty on Purpose have established a sound that's recognizably their own.

Stewart Mason, All Music Guide

"The many moods of youthful Brooklyn rockers." The full-length debut from this Brooklyn foursome is a wet dream of collegiate, aural wizardry, swinging smartly between noisy rambunctiousness and delicate bedroom pop. Whenever bombast threatens to veer into utter chaos (on the semi-spastic "Car No Driver") or pensive space-outs drift too far into the ether ("Always Looking Part 2"), they deftly regain control. Hotly tipped folk newcomer Jaymay lends sprightly backing vocals on several tracks, including the pretty but melancholic "Light Pollution."

Peter Gaston, Spin

Employing the strafing guitar methods of forebears like Sonic Youth and Jesus and Mary Chain, Dirty on Purpose beguile by adding tiny bits of heart-break to the crackling distortion. Hallelujah Sirens still makes room for redemption; when singer-guitarist Joseph Jurewicz vows, "It's raining out, the sky is dark/All your friends left town/But someday soon I promise you, it'll turn around," the hope is solemn and real.

Entertainment Weekly

[Dirty on Purpose] make a joyful noise... meshing intricate guitar work and airy vocals, you just have to give in and let it sweep you off your feet. 4 Stars.

Alternative Press

Brooklyn's Dirty on Purpose reminds that hype is no substitute for melody. On Hallelujah Sirens, "Monument" revels in its shoe gaze roots as "Your Summer Dress" does Yo La Tengo proud.

Blackbook

Brooklyn indie band makes an exquisite record about feeling young and passed-by... Blurry, constantly in motion, Dirty on Purpose look to make sense of whatever drama that can be found in between coming down in the morning and waking up to it. Rating: 7.7

Pitchfork Media

88% "Aggressive and soft, quiet and loud, Dirty on Purpose disarm the year-long anticipation for their full-length with tracks as fulfilling as a lengthy dorm-room snogging session. Slow when it needs to be, full of robust melodies and swirling with competing nuances worthy of second consideration (think soft hair, a little rough stubble, some musk around the collarbone), Dirty on Purpose's Hallelujah Sirens is sure to score more than a few couples getting fresh for many make-out moments to come."

Filter Mini

I can't think of a release that I'm looking more forward to in 2006 than the full length debut of Brooklyn's Dirty on Purpose. The five song EP Sleep Late For a Better Tomorrow smacked me over the head, and it's still in heavy rotation here at headquarters. As the Death Cab crowd grows out of Ben Gibbard's earnestness and starts looking for a little whiskey in their cokes, they'll find a lot to like here. They focus on melody-driven guitar pop, while injecting the music with a darker edge, at times approaching the brooding intensity of Radiohead. It's all propelled by a powerful wall of guitars that is well versed in The Edge's finest licks, albeit with a bit of East Village attitude.

Ghost Media

These Brooklynites effuse dreamy rock ballads reminiscent of My Bloody Valentine, demonstrating a command of the guitar and an ability to take that instrument to new places. Their first full-length is a worthy new chapter in their oeuvre.

Amp Camp

Blurry, constantly in motion, Dirty on Purpose look to make sense of whatever drama that can be found in between coming down in the morning and waking up to it. Rating: 7.7

Pitchfork Media

Dirty on Purpose craft an '80s-sounding indie rock gem with the pulsing "All New Friends."

Entertainment Weekly

Spin Band of the Day: There is music that you have to be in a certain mood to listen to: You wouldn't want to listen to Andrew W.K. if you're in the middle of a wallow-fest. There is other music that is so powerful that it elicits its own mood, even when you're in no mood in particular. Brooklyn-based Dirty on Purpose's "Cheat Death" has this kind of potency: The lush, shimmering strings, soft, ephemeral voices, and truly affecting lyrics about a loved one's illness are enough to bring even the happiest camper to swift tears.

Spin.com

"Mind Blindness," from the debut EP by Brooklyn band on the make Dirty on Purpose, is gorgeous, melodic indie rock given life by excellent, tight-playing (the bass is particularly good), and—Yo La Tengo-style—a threat of feedback that belies the fragility of the voice.

Salon.com

Born in Brooklyn, where art and rock are the litmus test (Is this art enough? Does this rock enough?), Dirty on Purpose's brand of sleepy, jangly pop snaked delicately through boy-girl duets is a welcome dash of perfume and fairy dust in a world of coolness and cramped apartments.

CMJ New Music Report

This Brooklyn quintet likes the rock—the kind that New Yorkers like Sonic Youth used to make. Tonight's show is the release party for their debut EP Sleep Late For a Better Tomorrow which sees the band very polished and lending themselves well in the studio. Hopefully they'll keep up their exploratory tendencies as they get ready for bigger things.

Village Voice

DOP began with calm helicopter drumming and burgeoned from there in a way that makes you tap your Converse rather than gaze at them. Sweet builds are always more rewarding and pleasant, like those climbing and falling in the maraca-bottomed "Mind Blindness" and other tunes from Sleep Late for a Better Tomorrow.

Austin Chronicle

Dirty on Purpose are local favorites who put out hazy, distorted indie pop...

New York Magazine

The plucky, dreamy selections on the Sleep Late For a Better Tomorrow EP are driven by summery hooks and earthy sentimentalism, but live shows belie Dirty on Purpose's meek on-record sound. Onstage, the band launches into long, distortion-heavy sets full of grinding chords and fuzzy electronic touches, as if to remind the audience that it's the quiet ones you've got to keep an eye on.

Time Out New York

More Mid-Atlantic treasure from Brooklyn, with crisp pop, lush rock and euphoric ambiance, as heard on last year's Sleep Late for a Better Tomorrow EP, evoking the best of classic British and American indie rock.

Montreal Mirror

Plenty of Yo La Tengo feedback working into very nice psychedelic/lite shoegazing tunes.

Chicago Sun-Times

Brooklyn foursome Dirty on Purpose made some space of their own in their closing set. With 30-or-more effects pedals at the feet of the two guitarists and one bassist (is that why they use to call it shoegazer rock?), they were a four-piece band that frequently sounded like an eight-piece (nice), and they displayed a penchant for the Eno-Lanois production sound.

metroland.net

If you haven't heard of them by now, you will soon. It's only a matter of time before this Brooklyn (where else?) band climbs to the top of the Pitchfork Hype Mountain, and rightfully so. Dirty on Purpose is ridiculously precise, with heavily structured harmonies and a drummer who is somehow able to sing beautifully and play manically, at the same time. They'll remind you of the pre-Seth Cohen days of Death Cab, back when you loved that band and weren't so jaded. You've changed, man.

Portland Mercury

Their new CD, Sleep Late for a Better Tomorrow, comprises a batch of gauzy pop gems complete with bowed guitars, synths and dueling co-ed vocals that border on the narcotic. Live, the group ups the battery power, spinning songs into more crashing destinations.

New York Daily News

Dirty On Purpose has the best recent album title, Sleep Late for a Better Tomorrow, and they are, indeed, a dreamboat of a band. Their songs are slow-to-mid tempo, with subtle washes of fuzz guitar and a hint of menace. Reference point: Yo La Tengo.

The Boston Globe

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GEORGE WILSON (GUITAR, VOCALS)

DJ BOUDREAU (BASS)

Album: Hallelujah Sirens

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Label: North Street Records

Tracks: No Radio, Your Summer Dress, Lake Effect, Light Pollution, Car No Driver, Always Looking, Marfa Lights, Monument, Kill Our City, Fake Lakes