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NIGHTLIFE
When it comes to The Nuevos, nothing is as it seems

BY ABBY WEINGARTEN
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 COURTESY PHOTO
 The Nuevos, from left: Kim Collister, Vincenzo Cosentino, Matt Osterhoudt and Kreg Sterns, plan to shop their latest album, "On the Brink of Overnight Obscurity," locally with gigs in the Sarasota-Bradenton area.

Kreg Sterns has already mastered the indie rock circuit. He's lived in London and New York City, toured Southeast Asia and Scotland, and established two '90s bands, Aenone and Nyack.

So his latest project, The Nuevos, shows the benefit of Sterns' broad experience.

From "Astronaut on Earth" (a hit-worthy Psychedelic Furs-esque track) to the 12 other songs on the CD "On the Brink of Overnight Obscurity," Sterns' latest has some serious legs.

"I don't think we sound like any other bands in the area," said Sterns, a vocalist, guitarist and songwriter. "People think we're a Latin percussion band because of the name. We thought that was funny, because none of us speak Spanish."

The "us" Sterns refers to is his wife and bassist Kim Collister, guitarist Matt Osterhoudt and drummer Vincenzo Cosentino. The foursome is five years old, and went through about 17 drummers before settling on 25-year-old Tampa-based Cosentino.

Their Hispanic-tinged moniker actually started as a play on the words "New Wave" -- New-Wave-Os, Nuevos.

Sterns sings with a "British sensibility," as he calls it, which is basically a fake accent, but it works. He's really from a suburb outside Manhattan, and he moved to Florida in 1999.

"There's a lot more competition in New York. You'd think it's easier because all of the labels in New York, but it's just as hard as anywhere else. So we said, 'Let's try and make a change,'" Sterns said. "We knew the music scene wasn't great for indie rock here. But it's better in the last five years than it was when we moved."

Recording transpires in Sterns' Sarasota home, in "Joseph's Room," named after the alleged ghost that haunts the studio space. "On the Brink," which Sterns produced in true do-it-yourself fashion, will be out in September or October, with the first 174 copies packaged in a limited-edition box.

The self-production is a switch for Sterns, as Aenone (a Sterns and Collister collaboration) was signed to Brooklyn's Kokopop label, and Nyack was on the United Kingdom's Echo.

The latter was never released in the U.S., but it garnered some widespread attention from European venues. Aenone (pronounced e-nun) is in the process of cutting another album as well, which may wrap by the end of the year.

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Composing a breadth of music for both endeavors is all in Sterns' daily routine. He's been doing it since 1993.

"You make music because it's something that's instilled in you and you have to do it," Sterns said. "I'll always make music."

Although The Nuevos have never performed in the Sarasota-Bradenton area, the band has toured Gainesville, Orlando and Delray Beach. Once the LP is released, members plan to shop it locally with more gigs.

Then, fans can sample their cover of Mazzy Star's "Fade Into You," The Lemonheads' "It's a Shame About Ray" and their repertoire of two- to three-minute-long originals.

For more information on The Nuevos, access www.myspace.com/thenuevos or www.thenuevos.com.

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