



## Tamar Berk

Tamar Berk's location on her [Bandcamp profile](#) reads simply, "California." This feels like an apt description for the sweet-spot-bullseye power-pop of "If U Know, U Know" — kinda like how Ken's job in *Barbie* is "[just beach](#)." Crafting great power-pop may seem like a straightforward task. On the contrary, achieving the melodic wordplay, perfect guitar tone, and endlessly hummable chorus that Berk has done here requires a degree of skill that very few possess. Much like making a career out of "beach," or existing in "California," it's more complex than it appears.

Berk's new album [tiny injuries](#) is out now, should you want to dig even deeper.

**If U Know, U Know**