North Coast Voice

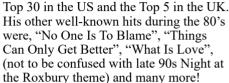


## NOW WE'RE TALKIN By Helen Marketti

## A chat with Howard Jones ahead of Kent Stage Concert

80's artist, Howard Jones will be at the Kent Stage on Tuesday, March 10th. He will be performing fan favorites as well as new material from his most recent album, Transform.

Howard's first single, "New Song", was released in September 1983. It reached the



I recently interviewed Howard about his



latest album and current projects.

"The artists that I always enjoyed listening to when I was younger were Stevie Wonder and Keith Emerson (Emerson, Lake & Palmer) because I thought they were amazing keyboard players," said Howard.

"I started learning the piano when I was seven and got a radio when I was nine. I listened to the radio every night. I attended my first concert when I was 14. On the bill was The Who, the 1910 Fruit Gum Company and The Troggs and it just blew my mind. It was then that I thought, this is what I want to do with my life. That's when I decided I wanted a career in music."

Howard has specific thoughts of how he feels music has changed and evolved since the 80's as well as how the 80's generation still influences music interests today. "I think the biggest change has been that people can now make great records at home in their own bedroom if they can spend time learning the software and work from their computer. In the old days we had to go into the studio to get signed by a record company. There was a very narrow window that everyone was trying to squeeze through. Technology has democratized peoples' ability to make music," he said. "People who grew up in the 80's are always going to love that era of music because it brings back all of those amazing memories and the important times



while growing up. I think it was kind of a golden age of pop music. There were so many artists putting out so many great song-based records and also presenting the music with the new musical landscape of synthesizers and drum machines. There was a huge variety of genres going on at the same time. You had Reggae Ska, Indie rock, Glam rock and so on. Everyone could have their own tribe because there was something for everyone."

We took a few moments to discuss his recent album, Transform. "I knew my fans wanted me to do a new electronic record and my record company wanted to reissue Human's Lib and Dream into Action. I was listening often to those first two albums and thinking about how I made records at that time. So, I made an album inspired by my younger self encouraged by my fans." It also features three collaborations with electronic musician BT

Fans will enjoy his show on March 10 at the Kent Stage. "Every time I go out on tour, I like to change it up and do something different. For this tour, it's the acoustic trio and I will be playing songs from my whole career as well as some brand-new songs from the Transform album and a few covers because I like to surprise people."

Howard is continuing to work on more projects and stay inspired. "I have just released a new single of a track from the Transform album called, The One to Love You and it's been remixed by a guy called, Life Like. I am doing really well on the other streaming services and it's starting to get them added on radio. I just wanted to let people know that it's worth checking out."

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