



Rock and roll is not dead, it just needs a clean blow to the head.

Obsessed with rock history and yearning to make some of his own, New Yorker (by way of Murfreesboro, Tennessee) Alex Sniderman's songs are anxious, self-effacing, and heartbreaking. From the loneliness of unrequited love to the prowess of Barry White, this record covers the spectrum of human experience in less than an hour.

Recorded over four days with Wayne Kramer of The MC5 producing, Sniderman marries the sonic blast of The Replacements, Richard Hell, and Jonathan Richman to the emotional honesty of American folk music (as played by a charming garage band with more fire than skill.) The result sounds something like Kris Kristofferson fronting The Jam. Sniderman refers to his signature noise as "avant-roots music."

Kramer adds some of his legendary lead guitar muscle to four of the album's ten songs. In addition to Brother Wayne's contributions, Sniderman's co-conspirators include bassist/producer Brad Jones (Jill Sobule, Marshall Crenshaw, The Shazam), and frenetic drummer Paul Turpin's on nine of the records ten songs. The leadoff track, "She's Emotion," features drummer Chucki Burke (Willie Dixon, Isaac Hayes) and bassist Keith Christopher (Paul Westerberg, The Yayhoos). "She's Emotion" music video is contained on the enhanced CD.

Four explosive bonus tracks recorded in 1996 as home demos have been added to the Real-O-Mind release featuring guitarist/songwriter/producer Kevin Salem, Television/Waitresses drummer Billy Flcca, and well-traveled New York bass stalwart Scott Yoder (Blue Chieftains, Tandy, Florence Dore).

Alex Sniderman and his new band Star-Vel (bassist Matthew Dunne and drummer Doug Malicki) can currently be found tearing up stages wherever they play. Catch them at a venue near you.

An engaging balance of noise and silence, Alex Sniderman introduces to the music world to a new voice that will pique your interest and won't shut up.

Real-●-Mind

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