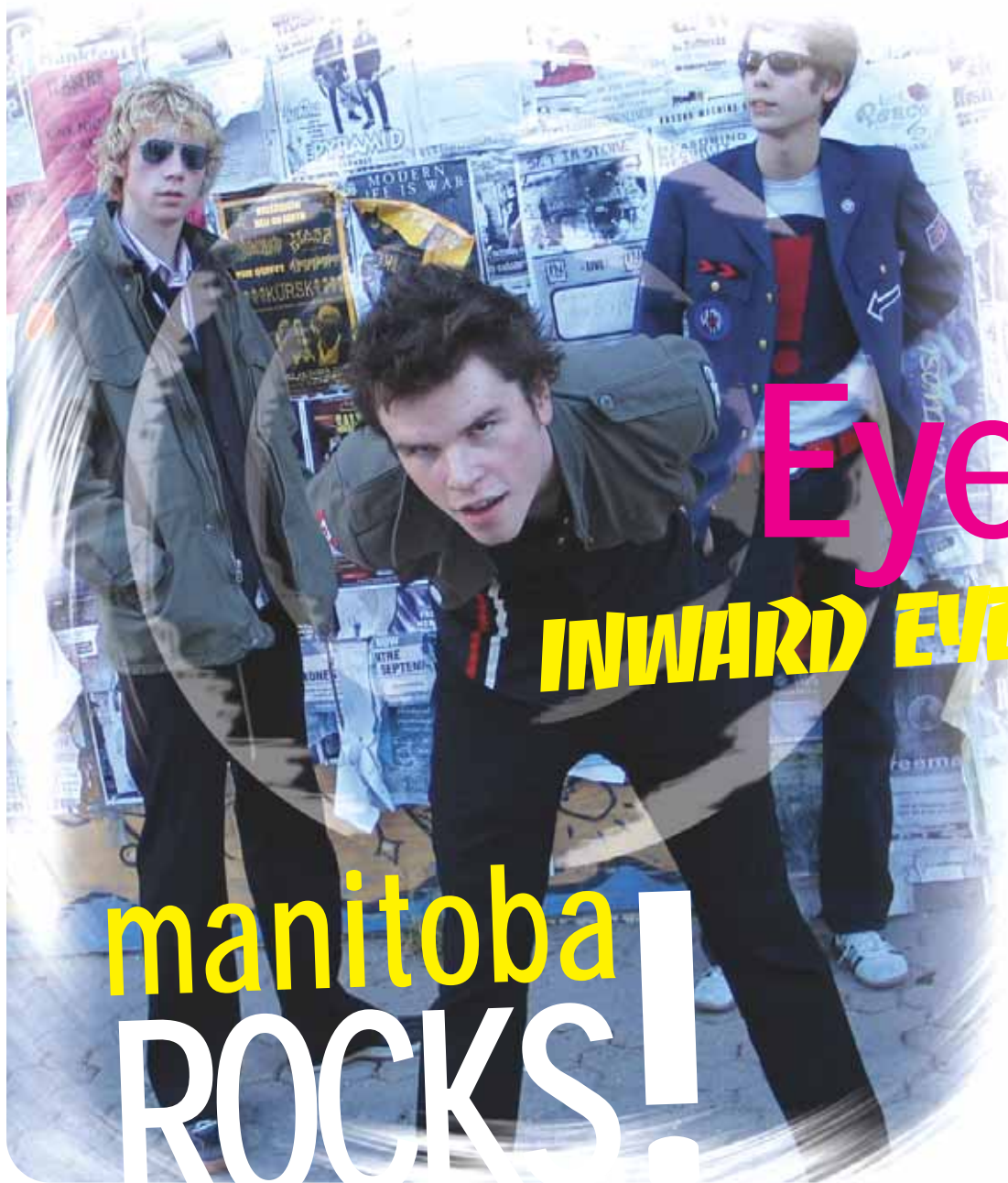


Manitoba is a great province to live, to work, and to rock! The music business is buzzing with plenty of young talent. And there are also opportunities to make a career out of music – if you have the drive and desire to make it happen.

Check out some of the young Manitoba performers who are serious about bringing their music to the people.



Just mention the name Inward Eye and ears perk up. Brothers Dave, Kyle and Anders Erickson have their inward and outward eyes on a long-term music career and their commitment to excellence is evident to everyone who sees and hears them perform.

"Music is what I want to do with my life," says Dave. "I can't see doing anything else."

To that end, they have hooked up with producer Arnold Lanni (Simple Plan, Our Lady Peace, Finger Eleven) who is helping them hone their skills and overall sound.

"He told us right away how hard it was going to be. We have to rehearse everyday, we have to keep fit. We have to do the hard work to make it happen," says Dave. The big time just got that much closer as the boys recently signed on with J Records of New York, the RCA label owned by music legend Clive Davis.

With Dave on bass, Kyle on guitar and Anders on drums, Inward Eye generates a fresh and fun spontaneity reminiscent of The Jam, The Kinks and The Who.

"We want to write great songs and perform for audiences," Dave explains. They have put together a three-song demo, performed showcases for music industry executives and are developing other projects that will keep them in the business for the long haul.

Eye Opening

INWARD EYE has the music industry buzzing

As songwriters, Dave says he always admired the simplicity that Tom Petty, The Rolling Stones and Green Day brought to their songs. As performers, they are inspired by bands like The Clash and The Who.

"We concentrate on putting on a really good live show with lots of sweat and moving around," he says. "We like to get the crowd into the show, to get to the point when the audience and the band come together in the moment."

The brothers are mostly self-taught musicians who started playing together about seven years ago after Dave bought a cheap acoustic guitar and learned a few chords. They decided to get serious about it three years ago and started writing a few songs. "We tried to figure out how to play the same chords that everyone plays, but put our thumb print on it to make it sound like nobody else," Dave says. "We can be very dynamic and wild, but we also know you can't play at 'ten' all the time." •

www.inwardeye.com



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