

# Branded aims to make its mark on metro Detroit

Somewhere between the crazed Korn and Limp Bizkit fans and teeny-bopper sensations The Backstreet Boys and N'Sync lies a middle ground. In Western Wayne County that middle ground is marked by the music of Branded.

Branded will kick off the CD's debut 25th—appropriately when they appear for Houlihan Diablos St. Patrick's Day at Redford's Bullfrog Bar and Grill. While the band wouldn't say what they had in store for audiences, words like "choreographed" and "adrenaline" were tossed about during a recent interview.

Janis Bergeron, lead vocalist and Canton resident, said the band's strength lies in the close ties the musicians have with each other and their manager, Dave Perrine. "We're really, really tight right now," he said. Bergeron joined the band when he returned from the Navy. The moniker was derived from the brand of his initials the singer made on his left arm.

and friends only amplifies the musical benefits. "When we write music, we're always on the same wavelength... I couldn't have another guitar player." Perrine's devotion to the band is just as strong. A Schoolcraft College graduate, he began promoting them while still in college. Perrine hasn't looked back since. "I believe in their music so much, I won't stop until they are successful."



**Branded: Bill Chesney, Shane Bergeron, Robert Barck and Jay Bergeron are ready to rock this St. Patrick's Day. Check out branded.ontheweb.nu.**

Stephanie Angelyn Casola writes about popular music for the Observer & Eccentric News. She can be reached at (734) 953-2190 or e-mail at scasola@homecomm.net.

# Third Eye Blind's feeling 'Blue' on tour

BY STEPHANIE ANGELYN CASOLA STAFF WRITER scasola@oe.homecomm.net

Arion Salazar speaks in a deep tone, with the sounds of Japanese music filling in the telephone line Thursday afternoon, March 2. He calls me "grasshopper" and says he's in his hotel room in Las Vegas. But before he can pull off any more of the interview in that pseudo-throaty tone, Salazar laughs and admits he's stumbled upon music on some strange cable station. One-fourth of California's best-known Bay Area alternative band, Third Eye

**'We're usually not what we seem.'**  
Arion Salazar  
Third Eye Blind



**On Stage: Third Eye Blind, is (left to right) Arion Salazar, Kevin Cadogan, Stephan Jenkins and Brad Hargreaves**

Blind, he's in great spirits, just getting to tour in support of 3EB's sophomore Elektra Records release, "Blue."

instruments like sitars, keyboards, strings, a boy's choir. We wanted to go off and use as many different textures as we had the opportunity to. It was the most fun I've had in the studio."

going to name it after) a defensive chess move. It was so stupid...it's a bit too brainiac. Why don't we just call it 'Blue'?"

## Listen up

Are you hip to the local scene, into supporting Metro area music? Send us a photo of yourself and a list of your top five CDs from local bands, complete with band names. Then, include your list of the top five local bands to see live in the Metro area. The Observer & Eccentric will publish entries in our Entertainment section on Thursday, as space provides.

SEND entries with your full name and city of residence to:  
O&E Entertainment  
38233 Schoolcraft  
Livonia, MI 48150

Or FAX to:  
(734) 951-7279

Or E-MAIL to:  
scasola@oe.homecomm.net

O&E: To what do you attribute Third Eye Blind's success?  
Arion Salazar: "I'd like to think we write good songs. I think we're a great rock and roll band. I'm kind of close to it, too close to it. I don't know. The music we make is something we can be proud of. I think most of the time when an artist puts out something real, it translates."

O&E: Being such radio darlings, how did you approach recording the new album, "Blue."  
Arion Salazar: "We put time constraints on ourselves. We jammed through it. We didn't want to labor over it. It has a fresh, raw feel. The other thing we did differently, (there were) no boundaries as far as instrumentation. We used different

O&E: Do you have a favorite track on the album?  
Arion Salazar: "I really like '10 Days Late' (it's bound to be the next single off of "Blue" and Salazar co-wrote it). It has a theremin (a wood and metal high-pitched instrument) on it. These songs really are fresh to us. I think lots of songs come across as meant to play live."

O&E: What's the significance of the title, other than the fact that it's your favorite color?  
Arion Salazar: "It's my favorite color, too. We had a stupid name for it, 'Guardians of the Universe.' If you look at the cover, it's like we're superheroes. When we were making the tunes, for a minute (we were

RUPERT EVERETT / MADONNA

## THE NEXT BEST THING

www.nextbestthingmovie.com

**NOW PLAYING**

AMC EASTLAND 2	AMC FORDHAM 20	AMC HIGHLAND 10
AMC LIVONIA 20	AMC WOODLAND 10	AMC SOUTHFIELD 20
SHOWCASE 4000	STAR WINDYBROOK 14	STAR WINDYBROOK 14
SHOWCASE WESTLAND	STAR WINDYBROOK 14	STAR WINDYBROOK 14
STAR 7000 P. 41 N. WILEY	STAR WINDYBROOK 14	STAR WINDYBROOK 14
STAR SOUTHFIELD 20	STAR WINDYBROOK 14	STAR WINDYBROOK 14

NO PASSES OR COUPONS ACCEPTED

## ...A COMEDY CLASSIC!

"OFFBEAT AND FUNNY!"  
"GROSSOUTS LASER-TROUN!"  
"GO AND LAUGH ALREADY!"

DANNY DEVITO BETTE MIDLER NEVE CAMPBELL JAMIE LEE CURTIS

## DROWNING MONA

www.drowningmona.com

POWERS HOUSE 11111	AMC FORDHAM 20	AMC LIVONIA 20
LA BURGWOOD	STAR GREATWAY 14	STAR GREATWAY 14
GOTT CANTON 8	STAR GREAT LINES CROSSING	STAR GREAT LINES CROSSING
LA COMMERCE TOWNSHIP	STAR JOHN R	STAR SOUTHFIELD

NO ACCIDENTS. NO COINCIDENCES. NO ESCAPES.

## FINAL DESTINATION

HE'LL SEE YOU SOON

**STARTS FRIDAY MARCH 17**

AMC FORDHAM 20	AMC LAUREL PARK	AMC ABBEY 8
AMC SOUTHFIELD CITY	AMC WOODLAND	BEACON EAST
BIRMINGHAM 8	CANTON CINEMAS	MUR SOUTHGATE 20
HOWTOWN	QUO VADIS	RENAISSANCE 4
SHOWCASE 4000	SHOWCASE IN SPROBEN	SHOWCASE 4000
SHOWCASE 4000	STAR GREATWAY 14	STAR GREAT LINES CROSSING
STAR 7000 P. 41 N. WILEY	STAR JOHN R	STAR SOUTHFIELD
STAR TAYLOR	STAR TAYLOR	STAR TAYLOR

NO PASSES OR COUPONS ACCEPTED

"DAZZLING!"  
"THRILLING!"  
"STUNNING!"  
"SPECTACULAR!"

## MISSION TO MARS

**NOW SHOWING**

AMC BEL AIR 10	AMC EASTLAND 2
AMC FORDHAM 20	AMC LAUREL PARK
AMC LIVONIA 20	AMC WOODLAND
AMC SOUTHFIELD CITY	AMC WOODLAND
CANTON CINEMAS	MUR SOUTHGATE 20
SHOWCASE DEARBORN	SHOWCASE 4000
SHOWCASE WESTLAND	STAR GREATWAY 14
STAR JOHN R AT 14 MIPI	STAR JOHN R
STAR SOUTHFIELD	STAR TAYLOR
STAR TAYLOR	STAR TAYLOR

NO PASSES OR COUPONS ACCEPTED

## HOT DOGS!

SKIP IS AMERICA'S FAMILY MOVIE

"A RARE BREED. A FAMILY MOVIE WITH A HEART AND A BRAIN."  
"THE FIRST TRIUMPH OF THE NEW YEAR."  
"A MOVIE FOR ADULTS THAT YOUNG PEOPLE WILL CHEERISH."  
"FRANKIE MUNIZ-STAR OF 'MALCOLM IN THE MIDDLE'-IS NEARLY AS IRRESISTIBLE AS SKIP."

## MY DOG SKIP

**NOW SHOWING AT THESE THEATRES!**

AMC BEL AIR 10	AMC FORDHAM 20	AMC LAUREL PARK
AMC LIVONIA 20	AMC WOODLAND	AMC WOODLAND
BEACON EAST	MUR SOUTHGATE 20	STAR GREATWAY 14
SHOWCASE 4000	SHOWCASE 4000	STAR GREATWAY 14
STAR 7000 P. 41 N. WILEY	STAR JOHN R	STAR SOUTHFIELD
STAR TAYLOR	STAR TAYLOR	STAR TAYLOR

NO PASSES OR COUPONS ACCEPTED