

Chronic Town to be Elf Powered

By David Strader
COLLEGIAN STAFF WRITER

It may not be a theater or a stadium, but Chronic Town is no less capable of bringing music to Penn State.

Indie rock band Elf Power will play at 9 p.m. Monday at the hookah lounge, 224 W. College Ave.

Jesse Ruegg, owner and manager of Chronic Town, said he is glad to bring Elf Power's unconventional style back to town for the third time.

"They are a rock and roll band when you get right down to it, but they definitely bring elements of more experimental music," Ruegg said.

"They have elements like jangle pop and heavier, buzzed out, distorted indie."

Elf Power came out with their most recent album, *Original Twin*, on Sept. 14.

Ruegg said his establishment has "deep ties" to the Athens, Ga. scene from which Elf Power was born.

Athens is the hometown of R.E.M., a rock band whose 1981 debut EP "Chronic Town" inspired the name of the State College venue.

Elf Power, also from Athens, is part of The Elephant 6 Recording Company, the band's recording company, alongside bands like The Apples in Stereo, Neutral Milk Hotel and Of Montreal.

David Knoppers (junior-geography) said

If you go

What: Elf Power

When: 9 p.m. Sept. 20

Where: Chronic Town Hookah Lounge, 224 W. College Ave.

Details: 18 and up, \$18

Elf Power is a fitting addition to Elephant 6.

"They have a certain brand of indie pop that's sort of jovial with a lot of very creative references," he said. "They're very literary — they're fun and fast and poppy, but if you listen to the lyrics, they're not just talking about nothing."

Ruegg said Elf Power doesn't do anything by the book, and he respects that.

"It's hard to pin them down as far as one particular style goes, and their artistic integrity is really respected," he said. "They write music that they like."

Ruegg said he also appreciates Elf Power's devotion to music rather than money.

"They're not making millions off their music, they're just doing it for the love of the music and expressing themselves," he said. "It's a labor of love."

Guitarist and vocalist Andrew Rieger said the most rewarding part of working with Elf

"They're not making millions off their music, they're just doing it for the love of the music and expressing themselves. It's a labor of love."

Jesse Ruegg

Owner and Manager of Chronic Town

Power is the usual process of writing and recording music.

Elf Power has a certain stage presence Knoppers said he appreciates.

"They come from a college town and they have a great, yet casual live presence," Knoppers said.

"As far as my criteria goes, that's important."

Knoppers said Chronic Town offers a certain "atmosphere" that suits Elf Power's style well.

"It's very relaxed in a good way, and a lot of bands seem to really like it," Knoppers said. "It just feels more personal."

Rieger said he is glad to return to the underground State College venue.

"It's a cool little town, and I like the guys who run the club," Rieger said. "They're really nice guys."

Jackie Campbell (junior-English) said she likes Chronic Town's tendency to bring in bands outside of the mainstream, like Elf Power.

She added that the venue is ideal for such smaller performances.

"It's cozy and it's small enough that you feel comfortable in the environment," Campbell said.

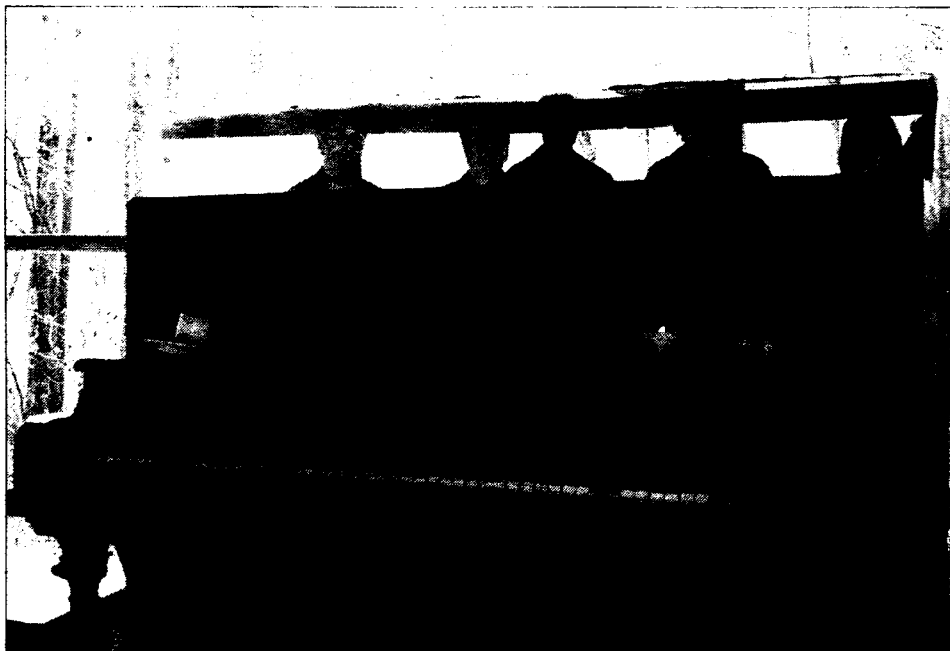
Chronic Town brings in musicians under the name of its booking and production company, "Roustabout!" Campbell said the booking agency is a vital addition to the State College music scene.

"Your best chance of seeing a good show is anything put on by Roustabout!," she said. "You can always depend on Chronic Town for a good show."

Chronic Town tries to avoid the flaws other venues suffer from, Ruegg said.

"I've been to plenty of shows where you have a band up there pouring their hearts out and no one is paying attention, but people definitely come to Chronic Town to hear music and that very much feeds into the show," Ruegg said.

E-mail reporter: das5461@psu.edu



Courtesy of elfpower.com

Elf Power will return to State College to play at Chronic Town. The band is originally from Athens, Ga. and has played at Chronic Town twice before.



Courtesy of elfpower.com

Elf Power released its most recent album, *Original Twin*, Sept. 14. The band will bring its indie rock to State College Monday night.