

## Kid Cudi

Kid Cudi released his first mixtape, *A Kid Named Cudi*, in collaboration with New York street-wear brand 10.Deep as a free download. Kid Cudi was featured on Kanye West's 2008 album, *808s & Heartbreak*, singing with West on the track "Welcome to Heartbreak", and helping with songwriting on "Heartless" and "Paranoid". "Welcome to Heartbreak" peaked at #87 on the Pop 100. His first television appearance was at the 2008 MTV Video Music Awards, alongside Travis Barker and DJ AM. On February 17, 2009, he appeared on Snoop Dogg's MTV talk show *Dogg After Dark* performing "Day 'n' Nite" at the end of the show. Two days later on February

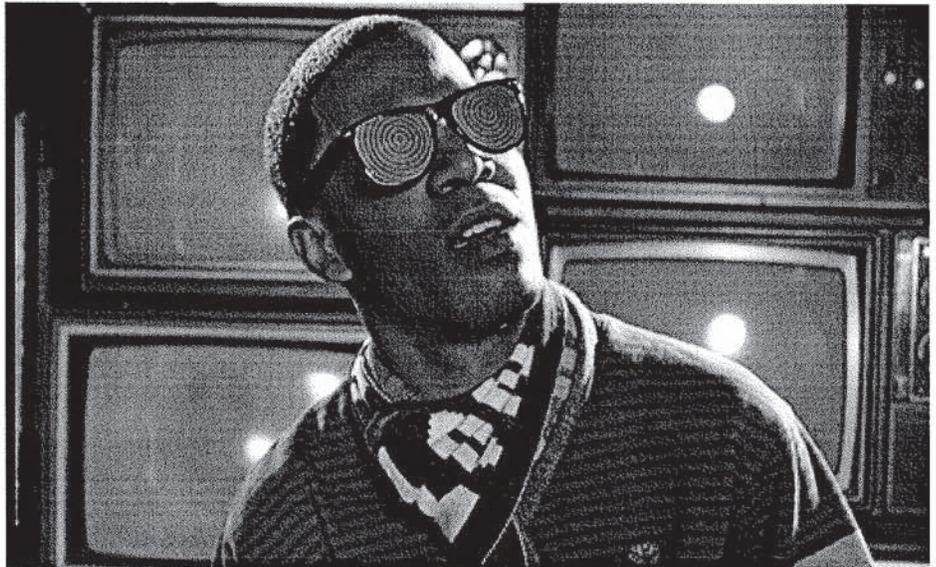


19, 2009, Cudi appeared on BET's *106 & Park* with Kanye West to debut the video of "Day 'n' Nite". On March 16, 2009 Kid Cudi performed on mtvU's Spring Break special, and the next day he performed three songs on NBC's *Last Call with Carson Daly*. He has also appeared as a musical guest on *The Late Show with David Letterman* and *Jimmy Kimmel Live!*. Kid Cudi also made a cameo appearance next to Solange in the video for the song "T.O.N.Y." in February 2009, and later in the Black Eyed Peas' video for "I Gotta Feeling", with David Guetta. He has

also been on two magazine covers, *Complex* (August/September 2009) and *URB* (August 2009). Bape awarded Cudi his own t-shirt in September 2009, in reward for his music and past employment there when living in New York City.

Cudi's debut album *Man on the Moon: The End of Day* was released on Universal Motown Records on September 15, 2009

With Emile, Cudi produced an exclusive single called "Switchin Lanes" for the video game *Midnight Club: Los Angeles*, part of its "South Central Premium Upgrade" downloadable content (DLC) which came out March 19, 2009 for the PlayStation 3 and March 27, 2009 for the Xbox 360. He revealed information



about his future plans via his blog, saying that a possible collaboration with Chip Tha Ripper could be followed with a collaboration project with electrorock duo Ratatat.

Kid Cudi featured on the highly anticipated Jay-Z album *The Blueprint 3*, on the song "Already Home".

Myspace Music Plays: 93,602,490

Average Ticket Sales: 1,610

### LCD Soundsystem

LCD Soundsystem is the musical project of American producer James Murphy, co-founder of dance-punk label DFA Records. The group's style is a mix of dance music and punk, along with elements of disco and other styles. LCD Soundsystem is particularly popular in Britain, with two albums reaching the top 40 of the UK Albums Chart. LCD Soundsystem gained attention with its first single, "Losing My Edge". Described as "an eight-minute, laugh-out-loud funny dissection of cool over a dirty electronic beat" the single became an underground dance favourite. This was followed by other well received singles "Give It Up" and "Yeah". LCD Soundsystem released a double disc set simply titled



*LCD Soundsystem* in February 2005 to critical acclaim. The first disc contains the album and the second contains re-releases of previous singles. The opening track "Daft Punk Is Playing at My



House" quickly gained popularity and entered the UK Top 40 in March 2005 and was later featured on several video game soundtracks like *SSX on Tour*, *Forza Motorsport 2*, *Burnout Revenge*, and *FIFA 06*. The band toured with M.I.A. In June 2005, the band covered a Siouxsie and the Banshees song, "Slowdive" for the B-side of "Disco Infiltrator". On December 8, 2005 the group received nominations for two Grammy awards in the Electronica category for their self-titled album and in the Dance category for "Daft Punk Is Playing at My House." This album was also chosen as one of Amazon.com's Top 100 Editor's Picks of 2005. LCD Soundsystem's second album, *Sound of Silver*, was released on March 12, 2007, to near universal critical acclaim. Praise included Mixmag awarding it the title Album of the Month, a 9.2 score from Pitchfork Media and a 5-star review from The Guardian. The album release was preceded by the single "North American Scum". *Time* magazine named "All My Friends" one of The 10 Best Songs of 2007, ranking it at

#4. Writer Josh Tyrangiel praised the "magic" in the song, saying that the song's "straightforward repetition of the same guitar, keyboard and bass lines, combined with lyrics

about life without regret, and life with all kinds of regrets pays off with a punch about what we lose as we get older." Murphy began recording in the summer of 2009 in Los Angeles. Possible song titles mentioned at that time included "Why Do You Hate Music?" and "Love in LA". For the 2009 Record Store Day the band released a cover of Suicide member Alan Vega's song "Bye Bye Bayou". On February 23, the official LCD Soundsystem website announced that the album had been completed. The first single is set to be *Drunk Girls* and on March 25, a stream of the song was put on music site One Thirty BPM. The title of the album and the cover were revealed on the DFA site on March 30. The album, titled *This Is Happening*, is to be released on the May 17, with Murphy promising that it will be "definitely better than the other two." Murphy also stated that it was likely to be the last LCD Soundsystem album.

Myspace Music Plays: 5,526,969

Average Ticket Sales: 1,671

### **Broken Bells**

Broken Bells is an American indie rock band featuring artist-producer Danger Mouse (billed by his real name, Brian Burton) and James Mercer, the lead vocalist and guitarist for the Portland indie rock band The Shins. The project was first announced on Tuesday, September 29, 2009. The pair decided to work together after meeting at a Danish music festival in 2004 and finding they were fans of each other's work. Mercer and Burton began recording together in secret at Burton's Los Angeles-based studio in March 2008 and describe their material as "melodic, but experimental, too". On December 14 the band released their first email update, in which a binary-coded message stating 'The High Road is hard to find' was displayed, offering a link to the band's web page, now with a new color scheme, for 'further details'. On the morning of December 21, the band informed fans in an e-mail message of the release of their debut single "The High Road", which was made available as a free download on their official site. The self-titled debut album was released in the U.S. and Canada on March 9, 2010.



Myspace Music Plays: 711,438

Average Ticket Sales: 500

### **Ok Go**

OK Go is a rock band originally from Chicago, Illinois, now residing in Los Angeles. The band is composed of Damian Kulash (vocals and guitar), Tim Nordwind (bass guitar and vocals), Dan Konopka (drums and percussion) and Andy Ross (guitar, keyboards and vocals), who joined them in 2005, replacing Andy Duncan. The original members formed as OK Go in 1998 and released two studio albums before Duncan's departure. The band's video for "Here It Goes Again" won a Grammy Award for "Best Short-Form Music Video" in 2007. The band's singer, Damian Kulash, met bassist Tim Nordwind at Interlochen Arts Camp when they were 11. Kulash was in for graphic design, Nordwind for music. The band name comes from their art teacher, saying "OK...Go!" while they were drawing. They kept in touch after camp, often exchanging mixtapes which influenced each other's musical taste and their future sound. They met the band's former guitarist and keyboardist Andy Duncan in high school, and drummer Dan Konopka in college. OK Go was formed in 1998. The band served as the house band for public radio



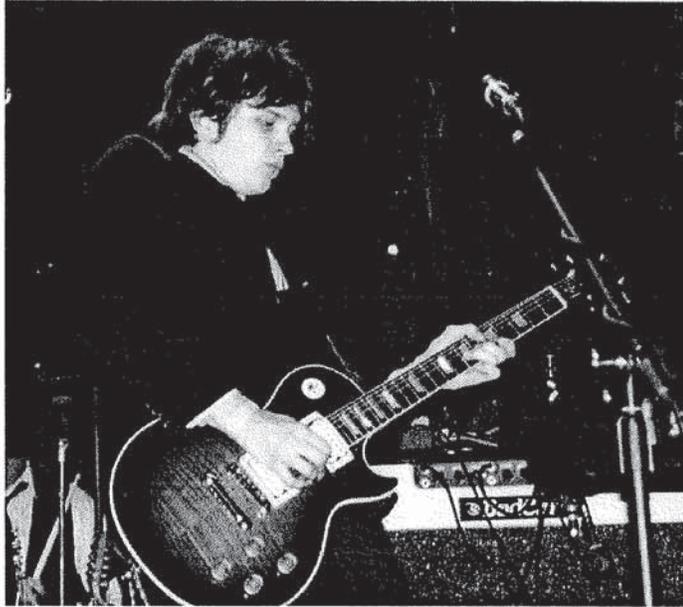
program *This American Life* on the show's fifth anniversary tour. Ira Glass, the show's host, wrote their first official bio, calling them "living catnip" and describing their songs as "part indie rock, part stadium rock, part straight up pop with the occasional whiff of Weezer or The Cars or Elliott Smith. After OK Go's exposure on *This American Life* and their relationship with They Might Be Giants, the band released its self-titled debut album in 2002. In the United Kingdom, "Get Over It"

debuted at No. 21<sup>1</sup>, in the UK singles chart on March 16,

2003, and the band performed it on

that week's edition of *Top of the Pops*. Also that week, the single's video was named video of the week by *Q magazine*. The single was featured in the EA Sports video games *Triple Play 2003* and *Madden NFL 2003*. Also, their song "Do What You Want" was featured in the video games EA Sports NHL 06, *Guitar Hero On Tour*, and *Burnout Revenge*, while their song "Here It Goes Again" was featured in *Rock Band* and *SSX on Tour*. The band contributed a cover of the Zombies "This Will Be Our Year" as the lead track of *Future Soundtrack for America*, a political benefit album put out by Barsuk Records in the fall of 2004. Lead singer Damian Kulash wrote a how-to-guide entitled "How Your Band Can Fire Bush" for bands hoping to help unseat President George W. Bush. In 2007, OK Go wrote the fight song for the Chicago Soccer Team, Chicago Fire S.C.. The song was offered on the team's official website as a free download. Also in 2007, OK Go covered the Pixies "Gigantic" for American Laundromat Records "Dig For Fire - a tribute to PIXIES" CD. The band's second album, *Oh No*, was recorded in Malmö, Sweden, and produced by Tore Johansson (The Cardigans, Franz Ferdinand) in the fall of 2004. After recording, in 2005, Andy Duncan left the band and was replaced by Andy Ross, who auditioned for them in Los Angeles. The album was released in August 2005.

On July 31, 2006, the band released a video for "Here It Goes Again" featuring an elaborately choreographed dance on treadmills, also directed and choreographed by Trish Sie. This video was viewed by over one million people on the media site YouTube in the first six days. As of April 2010, the original video upload for "Here It Goes Again" has been viewed over 50 million times, putting it in 42nd place for the most views of any video and 29th place for most viewed music video as well as the 7th most favorited video and the top favorited music video of all time on YouTube. On October 12, 2008, OK Go announced that they had finished writing new songs for their third album and were in the studios in upstate New York with producer Dave Fridmann (The Flaming Lips, MGMT). The band previewed their third album, titled *Of*



*the Blue Colour of the Sky*, on a short string of dates on the East Coast of the United States that March, starting in Philadelphia on March 6, 2009 at the TLA Theatre. They have stated that these songs are the "danciest, most anthemic, most heartbroken, and honest songs", of their career, and the album itself takes a much more funky, dancy, yet melancholy sound to it, drawing influence from Prince. On May 7, 2009, a song from the album, titled "Skyscrapers", was released for streaming online. The first single, "WTF?", was released on November 10. On January 8, 2010, OK Go appeared on *The Tonight Show with Conan O'Brien* and performed a song from the album, "This Too Shall Pass". *Of the Blue Colour of the Sky* was released on January 12, 2010. On March 10 it was announced that OK Go had cut ties with EMI and Capitol and formed the independent label Paracade Records. *Of the Blue Colour of the Sky* was re-released on April 1, when the new label took over the promotional campaign and all distribution responsibilities for the album. While the official statement was that the two parties were departing on good terms, it was speculated that the split was caused by the band's discontentment with the major label over efforts to block viral distribution of the the music videos from *Oh No* and *Of the Blue Colour of the Sky*. On January 12th, 2010, the first video for the song "This Too Shall Pass" (Marching Band Version) was released. On March 1st, 2010, OK Go released their second video for "This Too Shall Pass"(Rube Goldberg Machine version). Now, they are currently working on creating a music video for "End Love."

Myspace Music Plays: 12,280,515

Average Ticket Sales: 467

### She and Him

She & Him is an American indie folk band consisting of Zoey Deschanel (vocals, piano, banjo) and M. Ward (guitar, production). The band's first album, *Volume One*, was released on Merge Records in March, 2008. The duo is augmented by session musicians Rachel Blumberg (drums), Mike Mogis (pedal steel guitar, mandolin) and Mike Coykendall (bass, guitar).



Deschanel and Ward first met on the set of the film *The Go-Getter*, in which the actress had a starring role. The director, Martin Hynes, introduced them to each other and asked them to sing a duet together to be played at the end credits of the film. They decided to perform a Richard and Linda Thompson song entitled "When I Get to the Border". The two bonded over a shared interest in the records produced by George Martin and Phil Spector and by certain Ralph Peer groups such as the Carter Family. Ward,

having heard Deschanel sing previously in the film *Elf*, was surprised to learn that she wrote songs herself, but hadn't pursued a career in music. Deschanel had actually done years worth of home demos, but was shy about becoming a big-name celebrity. On a whim, she decided to send them to Ward. Ward called her a short time later, telling her that he would like to record her songs properly, and their band She & Him was formed. Deschanel said in an interview: "I always have loved music, ever since I was really little. I just loved to sing." The pair originally collaborated via e-mail, with Ward working out of his Portland, Oregon studio and Deschanel in her Los Angeles, California home. The city had a huge influence on Deschanel's music, evoking long drives along the coastal roads listening to Brian Wilson and golden oldies, jam music on 1970s AM radio. The Californian music scene also fed into Ward's production of the album, to such an extent that it inspired some of his later guitar work with alt-country singers like Jenny Lewis. Ward would spend time "tinkering" with the music after Deschanel sent it to him, but Zozey eventually had to go to his studio to put the finishing touches on their album. They recorded in Portland in December 2006 and February-March 2007. It took them three recording sessions to complete the album. They also recorded in Mike Coykendall's and Adam Selzer's studios, and had a mixing session with Mike Mogis in his Omaha, Nebraska studio in either April or May 2007. The album is a good example of what is known as The Omaha Sound. They took a break after that as Ward was on tour and Deschanel was filming a movie written by indie film writer John Barreca. Their album was released on March 18, 2008. Their first public appearance as a band, however, was a year and two months earlier at the Sundance screening of *The Go-Getter*. They performed sporadically at other events and kicked off their first tour in the summer of 2008. In addition, Paste Magazine recently declared the She & Him's debut the #1 album of the year. Another of the magazine's articles reveals plans for a second album, entitled *Volume Two*.

Myspace Music Plays: 286,187

Average Ticket Sales: 1,143

#### Location

ASP Pop Music currently has the PAC Mainstage reserved for May 27<sup>th</sup>; however we are also looking into outdoor spaces for this event. Right now we are considering hosting the concert on the soccer fields located in South Campus. While this possibility is still in the early stages of planning, we envision a set-up similar to the one used for The Shins concert last spring. We would rent a stage and have the space enclosed by rented fences that are covered in tarps. This option would not require any changes to the existing loan.