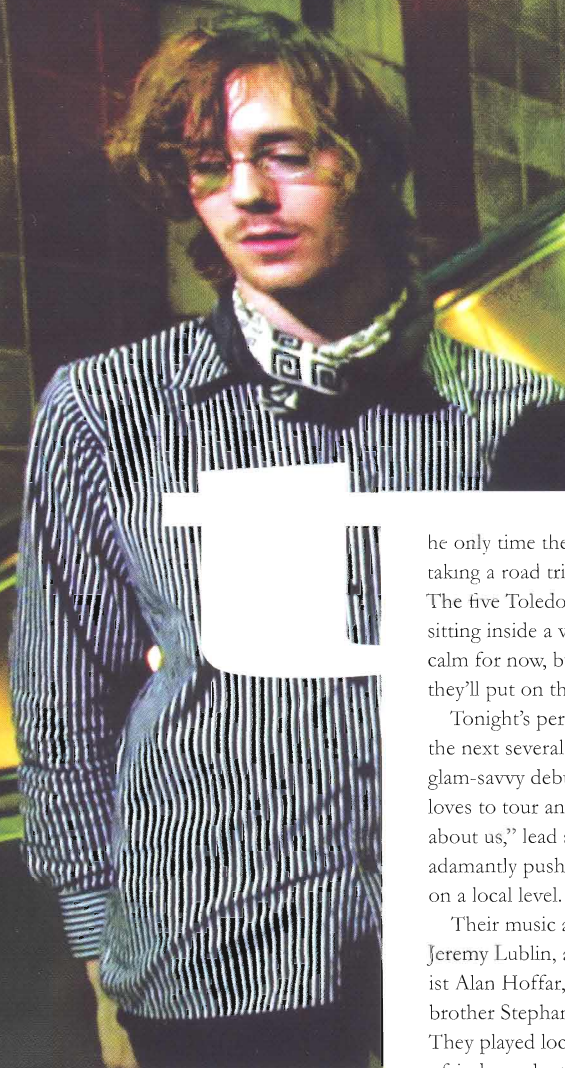


# we are the

# FURY

## DRESS TO KILL AND PLAY TO THRILL

by Bear Frazer

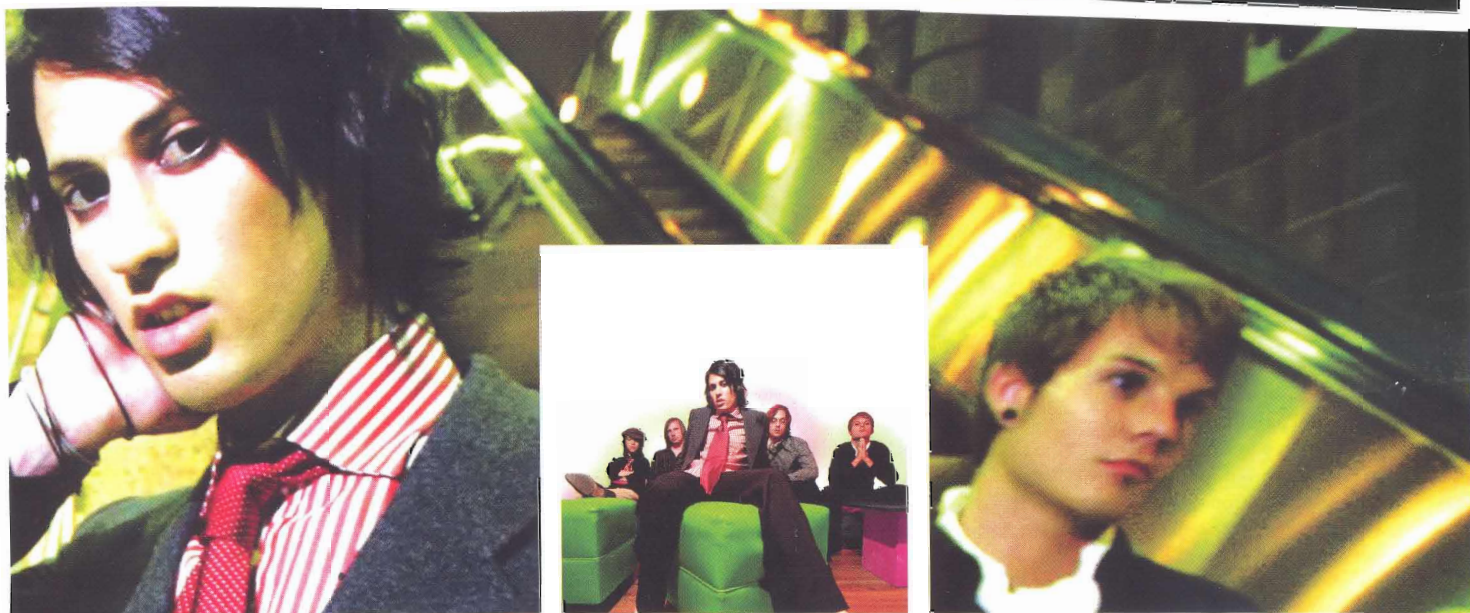


The only time the members of We Are The Fury can relax is when they are taking a road trip. And on this sunny afternoon, they're doing fifty on I-70. The five Toledo rockers, decked out in jeans and t-shirts, are comfortably sitting inside a van with a trailer hitched to the rear. Everything may be calm for now, but when they arrive in Illinois within the next six hours, they'll put on their casual threads and act stir-crazy on stage.

Tonight's performance is only the beginning for We Are The Fury. Over the next several months, they will tread into unknown waters promote their glam-savvy debut, *Venus*, and they are ready to explore. "We're a band who loves to tour and play big shows. It's one of the most important things about us," lead singer Jeremy Lublin says with a smile. "As far as touring, adamantly pushing our CDs and getting as many fans as possible, we did it on a local level. But never a national level."


Their music also never sounded like this. While attending high school, Jeremy Lublin, along with his friends – guitarist Chris Hartfield, bassist Alan Hoffar, keyboardist Todd Wehrle, and on drums Jeremy's little brother Stephan – were a hardcore band who went under the name Heresy. They played local venues, but once they left Toledo to perform a passel of independent tours in the Midwest, they realized they were just another group within the evolving musical trend. A drastic change was needed. "When you're sixteen years old, your scope of the world is a lot more narrow. Once we got out there we saw a lot of bands either sounded like us or [were] kinda generic," Jeremy says. "We wanted to be able to do something new and different."

In 2004, they re-launched their careers. Instead of playing hardcore music, they opted for a glam rock vibe with a modern twist. They changed their name from Heresy to We Are The Fury. And although they were in a transition phase, some old supporters were turned off. "The hardest part about it was actually just doing it and getting some people to accept it. We had to start all over from the beginning; a lot of people were mad at us for switching our sound," Jeremy explains. "Now, they are coming back and realize this is really us. We're not changing to sell records. We want to do this so we could create something that is unique to us and something we're passionate about."



By the end of the year, they won back their fans. Then in 2005, they released their self-financed EP *Infinite Jest*. Then, the labels started calling. Although We Are The Fury entertained several offers, they signed with East West Records, which has distribution through Warner Music Group.

With a supportive team behind them, We Are The Fury entered The Loft (a studio in Sable, Michigan which overlooks a farm with horses, peacocks and raccoons) in May 2006 to work on their debut *Venus*. Though they recorded material for five weeks, they spent the rest of the summer performing on the Warped Tour and mixing songs on their tour bus during their free time.

Delays aside, *Venus* captures the passion of the glam era with a youthful punk attitude. Over a variety of colorful melodies, Jeremy Lublin uses most of the record as a vehicle to shed his heart. And this approach is overwhelmingly apparent on "Close Your Eyes" and "Saturday Night." He may have the capability to fall in love rather easily, but *Venus* wouldn't be complete unless he sang about his band's musical revolution on their colorful single "Now You Know." The record is hyperactive, but it's also a throwback to the legendary artists who influenced We Are The Fury. "Our favorite bands are Queen, T.Rex and [David] Bowie. You can just sit there, put their records in and listen to them from start to finish," Jeremy explains. "We wanted a record filled with accessible songs people could relate to. We were adamant about having a record that was an album, not just a single with a bunch of shitty songs on there." 

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