

THE DEVIL WEARS PRADA
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Interview: The Devil Wears Prada



Mike Hranica of The Devil Wears Prada catches up with Chemical Magazine to talk 'Dead Throne', music & tours. Check out the interview here...

Chemical Magazine: Hey guys! How are you?

The Devil Wears Prada: I'm well, happy with how the current tour is coming along.

Chemical Magazine: You've gone from strength to strength during your rise to fame, but what has been the best moment for you during your times as a band?

The Devil Wears Prada: I get asked this often and I have never had an answer. We've experienced more wonderful things than we've ever deserved or asked for, but summing up the greatest moment seems terribly complacent.

Chemical Magazine: Your earlier albums have been known to have completely random song titles, why did you choose not to do this in Dead Throne?

The Devil Wears Prada: It's something I've wanted for a while, and after we did it for the Zombie EP, the other guys were cool with transitioning serious titles to the newest full length.

Chemical Magazine: Dead Throne has a much bigger and darker sound to previous records, how do you feel your audience have responded to this?

The Devil Wears Prada: I really couldn't be happier with the reaction, because it seems like everyone really likes Dead Throne and find a lot of meaning in the album. We're very lucky to have such excellent fans who understand what we're trying to do. That is something that is not always easy to come by when you write songs that are meant to express yourself and not for the sake of trends or what people want from you.

Chemical Magazine: Your connection with God and the religious message that accompanies your music seems to be a key selling point for your fans, do you feel that your sound would be the same without religious inspiration?

The Devil Wears Prada: I hate to think of it as a "selling point", because we do not proclaim this to sell: we proclaim it because it's what is pure and absolute for us, and in turn feels like it is what we need to tell people about. As far as the question, I think it's naive to think that a sound and message have a definitive correlation.

Chemical Magazine: Do you feel that you have matured during your years as band? Both with your music and as people.

The Devil Wears Prada: We think of ourselves as pretty normal people, and I think it's pretty normal to mature as a person whether you are in a band or not. Sure playing music has biased me into seeing certain things differently, but that doesn't change the fact that I'm a 22 year old American, still trying to learn and find my place. In regards to music, I don't think there is anyone, even if they are wrong, that says they do not mature musically.

Chemical Magazine: Your cover of Big Tymer's Still Fly has been met with phenomenal success, why did you choose to cover such an unknown song?

The Devil Wears Prada: "Still Fly" was #11 on Billboard Hot 100: I'd say it's a thoroughly popular song (in the US at least).

Chemical Magazine: What are your plans for next year in terms of touring and writing?

The Devil Wears Prada: I'm not sure how writing is looking, but the touring looks to be pretty constant and very thoughtfully spread out around international territories.

Chemical Magazine: Can you tell us who your support might be for the UK Dead Throne tour next year?

The Devil Wears Prada: I'm afraid I cannot say!

Chemical Magazine: What sort of message did you want to deliver to fans with Dead Throne?

The Devil Wears Prada: A lot of Dead Throne is founded in anti-idolatry, which I would call a prominent message in the record.

Chemical Magazine: Will you be releasing any more music videos for Dead Throne in the near future?

The Devil Wears Prada: I think it's in the picture, but we haven't started on anything just yet.

Chemical Magazine: What does the symbol that accompanies Dead Throne represent?

The Devil Wears Prada: The triangle is just a visual representation of the band that we introduced when first announcing Dead Throne.

Chemical Magazine: Finally, do you have any messages for your fans?

The Devil Wears Prada: Thank you very much for all of your support! Keep an eye out for tours, we're looking to keep busy as ever in 2012.

Interviewer: Tom Archard



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February 2012 UK tour:

Thurs 2 nd	Cardiff Great Hall 2
Fri 3 rd	Stoke Sugarmill
Sat 4 th	Manchester Academy 3
Sun 5 th	Glasgow G2
Tue 7 th	Newcastle O2 Academy 2
Wed 8 th	Birmingham O2 Academy 2
Fri 10 th	Plymouth White Rabbit
Sat 11 th	Southampton Talking Heads
Sun 12 th	Brighton Haunt
Mon 13 th	Oxford O2 Academy 2
Tue 14 th	Colchester Arts Centre
Fri 17 th	London Underworld