

Dezeray's Hammer use grassroots method to gain music success

By Jennifer Simpler
Contributing Reviewer

In the small town of Spartanburg, S. C., few bands ever surface that are worth noticing. However, every once in a while, a group will come along that appears to have talent, that just might make it past garage jam sessions. One such band that has recently recreated itself and come out of the woodwork of cheesy jingles with some musical meat is Dezeray's Hammer.

Dezeray's Hammer, originally Albert Hill, has reinvented its drive and depth in the music industry over the past two years. After several years of semi-successful song-writing and touring with Albert Hill, Aaron Whisnat and Kenny Logan decided they needed a change if they wanted to go anywhere with their music. They took a leap of faith and started Dezeray's Hammer with a new bass player, Chris Francisco. The boys knew if they wanted something to come of this risk, it would have to start with their loyal hometown fans.

Gigs started with 10 or 15 fans in record stores around the Spartanburg area and then spread out into the surrounding cities and states. Within six months crowds progressed to around 300 packed into a small room in the top of Magnolia Street Pub. Fans were screaming, ears were ringing, and nobody cared as long as the band did not stop playing. From there on out, record labels wanted to talk about deals and new albums, so the band got down and dirty and got to work.

After a few months off tour and much concentration on how to approach production of their newest album, Whisnat, Logan and Hill announced its release on August 21. The night before the self-titled

album's release, Dezeray's Hammer performed at Manifest Discs and Tapes in Greenville, S. C. Later that day, none of the fans cared about how early they had to get up in the morning; they were dying for some live entertainment and counting down the seconds to midnight. Compact discs were bought, autographed, and shoved into every CD player the second the car was turned on. Dezeray's Hammer was blaring out of car windows at 1:30 a.m., disturbing the peace for the love of the music.

Fans were excited to hear old, familiar songs remade and mixed in with the new material the band cranked out in only a few months. Hits, like "Shown the Way," reappear on the recently released album, reminding the fans of Dezeray's Hammer's conviction and determination. At the same time, Aaron's amazing song-writing ability shines through with jams about unrequited love that everyone can relate to. The band proves their worth with every chord. "If you don't know what you want, could you just please leave me alone?" - they know what they want, and so do their fans - "One more song! One more song!"

College students who have just gotten a taste of Dezeray's Hammer's abilities responded enthusiastically about the new album. Freshman Georgia Thompson said, "I've never heard of them before, but they sound cool. What I've heard of their music, specifically this album, pulls in vocal similarities with Barenaked Ladies and Train with the motivation of a young band. They may be wannabes right now, but you'll still see me at Ziggy's when they play there in October."

Dan Hawkins, a student from Elon College agreed, slightly more emphatically. "This band rocks!" Hawkins said, as he listened to the self-titled album. Hawkins has attended several Dezeray's Hammer concerts and promises that the show will be killer. "Go, listen to the lyrics, witness the talent, and most importantly, scream really loud. You may end up on a CD - I know one of my friends did," Hawkins said.

If you enjoy listening to new talent in the same musical genre as Vertical Horizon, Guster, Barenaked Ladies and Train. You might just find that you like them, and regardless, the show will be jamming.



Courtesy of www.dezerayshammer.com

Dezeray's Hammer hails from Spartanburg, S.C. and plans to perform in the Triad area in October.

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