

Rose restores the rock album experience

By: Sean Meyer, Our London

The music industry can be a confusing place, particularly for an artist like Rose Cora Perry who came of age in the 1990s, a time that for many represents the pinnacle of the album format.

In a world of digital downloads and illegal file sharing, the discussion around what makes an album — or even the artists themselves — a success has been left open to debate.

It's a question Perry has put a lot of thought into, particularly since releasing her second solo album, *Onto the Floor*, back on Nov. 21.

"I don't think album sales is any measure of success in today's industry, things have changed so dramatically," she said. "My ultimate goal with this album was to be able to go out and play some awesome shows and actually try for once in my life to get commercial radio play. And I accomplished that. So in my mind, it's been a successful release."

While *Onto the Floor* is her second solo album, it actually marks the fifth of her music career.

Perry released one album with her original band HER and then another with her second group, Anti-Hero. In between was an unreleased demo album of solo material.

The four-year journey to release *Onto the Floor*, Perry said, represents her growth as an artist and songwriter.

"I can honestly say it's the album I'm most proud of. I didn't allow myself to be bound by any conventions

or restrictions or anybody else's input on the direction I should be taking," she said. "I allowed it to evolve and become its own entity and that's why I'm so proud of how it all came together. It grew in a really organic way and that's how I feel music and art should happen."

Perry, 31, who launched her own record label at just 15 years old, is no stranger to success on the business side of the industry.

Accustomed to college radio airplay back in the day, Anti-Hero also enjoyed video play on Much Music, back when the station was a metric for music industry success.

However, the advent of the Internet and social media has changed the music landscape considerably.

With that in mind Perry said a key focus was not only lining up a busy summer of tour dates, but also finally securing commercial radio play.

That particular metric of success was achieved in perhaps the most unusual of circumstances for an artist who calls the Forest City home.

"The first station that picked me up was in Hawaii and I was sandwiched between Justin Timberlake and Adele and I'm like, 'I'm OK with that.' Sandwiched between those two acts, that's totally awesome," she said. "So

far I'm getting a really warm, positive response from people who have heard the album. This is my true voice and my true self-expression. And it's still very cool to hear yourself on the radio."

While she understands the music business today is driven by the single, Perry does lament the decreased importance of the album.

As someone who continues to buy CDs herself, Perry said she enjoys the full album experience in terms of how an artist places their songs strategically in a specific order to convey a unified message.

"Overall we've become superficial music listeners and I think that's why we're interested only in the single anymore. I think that's a shame and I hope that changes," Perry said. "Everybody enjoys music in its own way; it's an artform. It's just my opinion that if

you enjoy a musician you should take the time to get to know their entire catalogue and understand about what they are all about."

Onto the Floor is available worldwide through Google Play and iTunes, but also through www.rosecoraperry.com.



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