

MYLO XYLOTO MAKES ITS MARK

COLDPLAY 2012 U.S. TOUR REVIEW

Teresa Kuhns

STRATEGIC COMMUNICATIONS

Unforgettable. Electric. Mind blowing. These are just some of the many adjectives that come to mind when I think about Coldplay's recent tour. This year I was fortunate enough to see the British band not once, not twice, but three times. And it goes without saying that each time was even more memorable than the last. Lead singer Chris Martin puts on quite the show, and I have never been in the presence of a band that possesses such energy and passion on stage.

The band's previous albums "Rush of Blood to the Head" and "Parachutes" received criticism for having the same sound and lacking any real energy (although, if you ask me, their lyrics are always beautiful and downright chilling). However, the band's most recent CD "Mylo Xyloto" has appeared to prove critics wrong. The fresh, new sound has left loyal fans in awe and sparked an interest in many who were beginning to doubt the British group. Say goodbye to entire albums full of heartbreak and depressing love songs; "Mylo Xyloto" is packed with life and color.

The 2012 Mylo Xyloto Tour will forever be one to remember. For each concert, all audience members are given wrist bands called "Xylobands" that light up in various colors in sync with the album's biggest hits like "Hurts Like Heaven" and "Paradise." The effect is indescribable—an entire arena full of technicolor glowing (or 'glowing technicolor') lights while Chris, Johnny, Guy and Will jam out on stage. Lasers flash while confetti blasts upward from all sides of the stage, leaving the audience surrounded by vibrant butterflies and hearts. It's perfection. There is nothing like a crowd full of people singing the "woah-oh

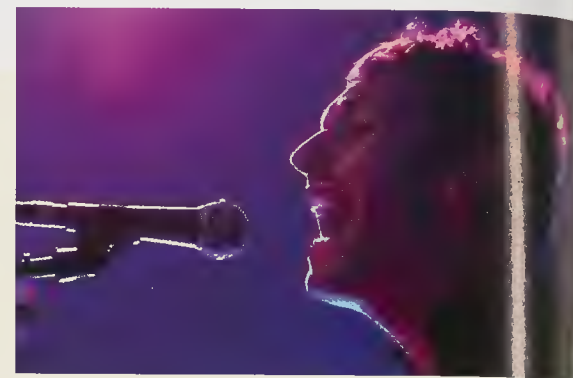


PHOTO COURTESY OF MTCAMPUS

-oh-oh's" to the band's popular "Viva la Vida." And of course, old classics are still a major part of the show. "Yellow" is always a crowd favorite, and when Chris sings it acoustically jaws drop. But let's be honest, anyone who has seen this band live knows what I'm talking about. It's hard to pick the single best part because the entire concert is pure genius.

I could go on and on, but you must see it firsthand to truly understand. I promise there's nothing like it. Now, go listen to Coldplay's new album, and find out what I'm talking about.

LADY GAGA

Mon., Mar. 18
Greensboro Coliseum
\$192 at Ticketmaster.com

The international pop sensation known for her theatrical performances and racy costumes will be making a stop in Greensboro. While her concert may be on the pricier side, it could be worth the once-in-a-lifetime experience.

AWOLNATION

w/ BLONDFIRE & MOTHER MOTHER

Tues., Mar. 19
Lincoln Theatre, Raleigh
\$22 at eTix.com

While alternative Awolnation's album was released in March 2010, it continues to gain popularity. "Sail" has grown to be one of their identifying singles. Blondfire's EP, "Where the Kids Are," was released in November 2012 by the siblings Bruce and Erica Driscoll. The third band featured, Mother Mother, has not emerged largely on the music scene; their latest album, "Eureka," was released in 2011.

GEORGE STRAIT

w/ MARTINA McBRIDE

Sat., Mar. 23
Greensboro Coliseum
\$108 at Ticketmaster.com

For you country fans, George Strait and Martina McBride have paired up for their latest tour. Strait has been producing music for decades, and he released his latest single, "Give It All We Got Tonight" in 2012.

ALICIA KEYS

w/ MIGUEL

Sat., Mar. 30
Greensboro Coliseum
\$116 at Ticketmaster.com

With her chart-topping new single, "Girl on Fire," and recent album release, Alicia Keys teams up with fellow soul singer Miguel. Miguel released his album, "Kaleidoscope Dream," in late 2012, including the single "Adorn."

MATT COSTA

Sat., Apr. 20
Cat's Cradle, Raleigh
\$15 at Venue Website

Alternative singer Matt Costa released his latest self-titled album on February 12, 2013. Past singles that he has been known for have included "Mr. Pitiful" and "Good Times."

JASON ALDEAN

w/ JAKE OWEN & THOMAS RHETT

Sat., May 18
Greensboro Coliseum
\$68 at Ticketmaster.com

Jason Aldean, Jake Owen and Thomas Rhett usher in the southern-summer country concert circuit in mid-May. Aldean, best known for singles such as "Dirt Road Anthem" and "My Kind Party," released his fifth album last October. Between Owen, best known for "Barefoot Blue Jean Night," and the young Thomas Rhett with the single "Beer with Jesus," this group should be the perfect way to kick off the summer.

CONCERTS to look for

Molly Boyce
STRATEGIC COMMUNICATIONS

As the new semester bursts with classes, professors, activities and responsibilities, the calendar seems to shift quickly from the ease and escape of fake break to the frenzy of spring. Check out some of the concerts coming to local venues in the North Carolina triad area and get ready to mark up your calendar.