



## Love in October at The Whole on 11/10/06

By: [Stacey Kaplan](#)

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**Love in October** was formed by the Swedish **Widman** brothers, **Erik** on guitar/vocals and **Kent** on bass, who moved to Minneapolis to pursue their musical dreams. They are joined by **Nik Pfeifer** on guitar and **Kyle Johanson** on drums. In the past few months, the guys have garnered an impressive following thanks in part to their MySpace popularity and witty YouTube videos (available through their [website](#)). However, it is their infectious music, best experienced live, that keeps you coming back for more, as I learned when they played the **Whole Club** on Friday.



From the opening intro, you realize that this is bigger than your typical rock show; it plays out like a theatrical drama, complete with elements of speech, gesture, costume, stage props, sound and spectacle. It is apparent that Love in October has left few details unanswered as they mix music with the medium of art. The stage itself is part of the show. The backline showcases amplifiers painted in simple but dramatic black and white patterns. Two life-size, strobe-illuminated, nude mannequins take stage. “We’re not afraid to be different. It’s extremely important to us to carry our artistic vision to the stage,” says Erik. Then the band enters in their coordinated **Beatles** style vintage clothing and so begins the fast, hard-hitting, pop-infused rock with catchy melodies and thoughtful lyrics. The songs range in feel and scope while Love in October takes you on a musical roller coaster in two acts.

Act I bodes the fast and furious songs like “Words of Sound,” which aptly demonstrates their approach to mixing art forms in the lyrics: “I’ll write this down / In words of sound / And sing a photograph of who we are.” They switch gears with “Hollywood Horror,” a more melodic rock anthem with a melancholy feel. “Method to Madness” makes you bob your head while jumping up and down, while “Attack of the Killer Grasshoppers” is a fast and aggressive song that drips in anxiety and mental instability echoed in the dark and obtuse guitar riff on the chorus.

Act II is more subdued with songs like “Don’t Ask Me,” an indie love song reminiscent in spirit of **OK Go**’s song of the same name, but soft and raw in its expression. The song is a pleasant departure from the band’s typical sound. The roaring guitar-driven “Tsunami” follows, with an examination of fascination with a girl and the confusing relationship that ensues. “A Thing Called” slows things down and shifts the time signature to more of a waltz beat; the song evokes unexplainable feelings. “A Day in the Life Of” is a catchy pop song that describes a day in the modern ballroom. They end the night with “Call This,” a song about, in their words, “the beautiful people of Minneapolis,” which is evident in the chorus chant “We call this home.”

Often described as **Motion City Soundtrack** meets OK Go, Love in October brings something fresh to the Midwest music scene. I wholly recommend checking them out.

*Photo by Leslye Watson.*