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Magni - S/T - Spectra

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by Jeffrey Easton

What defines AOR these days? Is it still the mellow rock attitude on the ballads and the "I can turn my guitar up to" on the rock to radio tracks? If that is the case then Icelandic singer/songwriter/guitarist Magni Asgeirsson has the AOR album of the year. Magni has been around, fronted bands in his native Iceland and was on Rock Star: Supernova and toured with that as well. He has the resume down but does he have the pipes to pull it off and go further? If this record is any suspect I would say he would be a worldwide superstar. The opening track, the acoustic based If I Promised You The World, is possibly the prettiest, most sincere track I have heard in ages. If there is a love song compilation in the near future, this is the lead off track. The acoustics laced with a stunning electric fill sets the tone for his haunting vocals.. The album does let loose and turns the volume up with Addicted as well as Alone, two songs that could dominate rock radio, so we go back to the AOR thing mentioned above. Words Unspoken and Tear Us Apart bring us back around to his more thoughtful side so the bookends are never ending. The commercial aspects of this album are limitless, the musical ability of his band and his talents are endless so it us up to you, the record consuming public to make it happen. Check him out if you are up his alley, this is an event not to be missed.

BUY IT!



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