

Thriving Ivory- Music is the Image

(The Exclusive Interview with Drew Cribley)

E: Tell me about yourself and how you signed with the band.

D: Yeah, I have been doing music since I was 12, that is when I got started. I went to the School of the Arts in San Francisco where I did vocal music. Then I went to the Junior College in Santa Cruz myself before transferring down to Santa Barbara. I went down there hoping to find a band to play in. I have been playing in several bands before but none were this serious. It was a really weird thing because mentally I was like, "I am really ready to find it and when it walks up to me I am going to take advantage of the moment." One day Scott [Thriving Ivory Piano Player] walked up to me while I was working and asked if he could post a flyer, looking for guitar, bass, drummer. I said, 'oh yeah, I play guitar.' Scott asked if I was interested and if I wanted to come over that night and play. As soon as we started playing together that was it. Scott is a very motivated guy and was like right then, you're in. Rather than asking me if I wanted to play. We put together our very first CD in about 2 months. We recorded it in the bedroom and wanted it to be ready for our very first show which was a party.

E: You mentioned how you were 12 when you started playing music. Did you know when you were a kid that music was what you wanted to do?

D: It was something like being a baseball player. That was one of my dreams for awhile but you would never really think that you would do. It kind of just happened (music). I stuck with it and kept getting reinforced with it. It really could fall apart at any minute, especially in a business like this. You kind of live moment to moment and each step just takes you a little bit further. I always thought I would get some menial job, just something to get by and do music on the side.

E: What do you like to do in your spare time?

D: Music {He laughs}. I go work out a lot. I play tennis and golf. I use to be really into fashion design. I went to school in Italy for awhile designing my own clothes. It takes a lot of time and when we started getting busy I pushed that to the side. It is still something that I think about and maybe pursue it later down the line. We don't get that much spare time these days, {laughs}.

E: How long have you guys been touring?

D: I would say intensively for about the last year. Really the first time we toured together was in 2003. Last year we promoted our CD and toured around the country and into Canada.

E: How was it to get signed by Wind-Up Records?

D: It was pretty surreal. You know we were rejected a lot before. We had all these people interested, Atlantic, Road Runner, Columbia and we would get to a point and somebody would veto the whole thing. It was a heart breaking thing. At that point you kind of wonder whether or not it's going to work out and where to go from there. Finally Wind-Up showed interest and flew out to our hometown, San Francisco, to see our show. They knew right then they wanted to sign us. We had the heads of the label there so there was nobody above them. It was amazing. That was really one of those moments were you think, oh my god this is really happening and that you might be able to do this as a career.

E: What has inspired you? Especially when you guys faced all the rejection.

D: You know we had a lot of positive reinforcement along the way. It started out by just getting a team together, our managers, our agent, and people along the way that believe in you. That way it's not just you. It's a support system. Then the fans, you get these followers that really helps you. You look out and it really is a reflection of what you are doing and that its worth wild. It is moving people and they keep coming back.

E: What types of music do you listen to?

D: Rock of all sorts. I listen to all music but the stuff I really buy is rock. Some of my favorite bands are Radiohead, David Bowie, Tori Amos, and Muse. I really like Muse. It ends up being mostly British rock. This is just my taste in music, not the whole bands. We all like different music which helps bring an interesting collaboration to the table.

E: How did your family react to all of this?

D: My family and actually everyone's family in the band are really supportive. I can't image having a family that didn't believe in or support us. Our parents actually helped us fund our first record. They were in it with us and are really excited about all of this. The parents are funny because they will Google us and find out things we don't even know yet.

E: Did you ever think you would be where you are today?

D: I don't think we have arrived yet. I feel like we are on the path but not there yet. I never really thought I had so much. I am excited to see what comes up this year.

E: What's it like to perform in front of a sold out venue?

D: Awesome! We had one show in Salt Lake City, where we have never performed before, and they were playing our songs none stop. All 1,200 seats were sold out and everyone knew all the words to our songs. I could see what the future holds if this started catching on and really getting fans. It really feels amazing, probably the best part of the whole experience.

E: How crazy is it to see your CD in stores and hearing your music on the radio?

D: I don't know. I am not use to hearing it being played; we are played on a lot of pop stations, next to somebody like Rihanna. It is weird. The first few times I saw the video I thought it was absolutely amazing to be on VH1. But I don't get an ego about seeing it there. It really doesn't change the way I see what we do. To me it means the same thing and if the people appreciate it or not. We are extremely grateful for VH1 and that they do. They have been behind us since the beginning.

E: What has been some of the struggles for you personally and the band?

D: We usually do pretty well together. We usually do shows at night and radio promos during the day. So we will go to bed really late and get up really early and drive like 500 miles. Sometimes the stress can provoke people but all in all we do pretty well. Last year we only got into maybe a handful of arguments. We all use to live together so we know each other on that level. Stuff that provokes arguments, which is probably a healthy thing, is creative differences. Once you get that flushed out there's really not much left to argue about.

E: "Angles on the Moon" has become a huge hit, what inspired that?

D: Scott wrote it and I don't know exactly what he meant by it. There are references to 9/11 in it since it was written around that time. Scott will never come out and say what he was thinking; he wants to leave it general. A lot of people draw their own response to it. We get some amazing emails from fans that say that song has helped them through a certain time when they were experiencing a death in the family, cancer, anorexia, and all sorts' of things. So we really don't want to spoil for those people, you know.

E: How long are you going to be touring this time around?

D: We will be gone for a solid two months which is a long time. Mind you, we are in a van. It might be different if we were on a tour bus but we are in a cargo van, like the kind you ride in to the airport. We actually will be having a new guy join us, Clayton's brother so it is going to be cramped.

E: What's Thriving Ivory's image? What do you want listeners to know?

D: You could probably tell me more than I can {we laugh}. We are real genuine people that are not trying to

front any kind of image. Over time we have developed a style and we share each others cloths so we kind of look a like but we are more focused on the music side of things rather than the image side. The music is the image.

E: where do you see yourself in 5 years?

D: I cant even see myself in a month {laughs}. Either I am going to be homeless bumming change off the street or we will be one or two more albums deep. I don't know. Really the goal is to do it as a career. I don't need to be rich or spoiled. I just want to be comfortable and enjoy what I am doing.

E: Are you guys already working on another album?

D: Yeah, there are already some songs that are demos. There are a handful that are potentials for the next album which could come out as early as 2010, it really all depends how good things go.

E: What advice or tips can you give young adults that are out there trying to do the same thing, working with others, trying to get notices?

D: the biggest one is to stick with it. I think a lot of young bands break up because of creative differences and egos. It takes compromise. Learning to compromise is a life lesson.

E: What makes you laugh?

D: You know what; in this band we are fortunate enough to have some funny guys. Clayton is f***ing funny. He makes me laugh enough. It has gotten to the point were he will just look at me and I will laugh. We laugh a lot and I think it is a healthy relieve of tension. He really could have a job as a stand up comedian if he wasn't doing this, I think.

E: Do you have a bucket list?

D: I would like to sky dive. I always would like to learn how to surf. I went to Santa Cruz and Santa Barbra for school and never learned how to surf. I always wanted to play the piano fluently. I would like to live in a foreign country for a year, Italy and maybe a few other places.

E: Who do you really want to meet?

D: Jenny Lewis. I would like to meet her because she is an amazing song writer and I kind of have a crush on her. We met Sarah Mclachlan recently when we played an acoustic show with her. She is pretty amazing and definitely an idol. I love her music, actually all of us do. Besides music, I would like to meet Obama, he is such a cool guy or he seems like a cool guy.

E: What has been your biggest accomplishment?

D: Really getting signed. Another one is, I heard our song is in the top 30, pop artist in general. We have worked really hard to get our music out there and played.

E: What's the greatest danger you have ever faced?

D: You know what; I did actually try surfing one time in Santa Cruz. This guy took me right off this point where there were all these rocks and you had to jump in and peddle out. That s*** was the scariest thing, so maybe that.