Florence and the Machine garners attention with enchanting album

By Kayloni Wyatt

Editor

London-based band Florence and the Machine have made a remarkable mark in the U.S. The band is composed of sole singer Florence Welch and a backing band of musicians.

The 24-year-old fiery red head has been making a notable track record when it comes to live shows by touring most the U.K. since 2009.

They performed at the 2010 Nobel Peace Prize Concert in December, and most recently, performed at the opening of the opening Afreeca Franklin Tribute at the 53rd Grammy Awards.

The band was nominated for Best New Artist at the 53rd Grammy’s. They will also be embarking on a U.S. tour in July.

They’ve been classified as art rock, folk rock and soul, which is a rare mix to uphold.

The debut album, Lungs, was released July 6, 2009, by Island records. The album has received much praise in the U.K. by debuting at number two on the charts.

Lungs stayed at the top of the charts for 65 weeks making it the top selling album in the U.K. in 2009 and 2010.

It has been certified four times platinum in the U.K. and two times platinum in Australia.

The first single released off the album, “Kiss with a Fist,” became a worldwide hit. It was featured in several U.S. television shows, including the NBC comedy Community. To add to the success, the song is about a “punch drunk love” type of relationship.

Welch used the album as a 46 minute therapy session after a short lived split with her boyfriend at the time.

The second and the most triumphant of her singles, “Dog Days are Over” became a hit during the summer of 2009.

It was used in countless television promos and movie trailers such as the 2010 Julia Roberts movie, Eat, Pray, Love. She also performed the song at the 2010 MTV Video Music Awards.

Originally the song had a stripped down version that was included on the album. However, the version became so widely popular that it was performed by the actors on the show

The album is encased with sappiness and aggression where the word ship gone wrong. The imagery and vivid lyrics and agility of the song show the vocalist speaking her mind.

The one instrument that the album possesses that others lack is a harp. As uncommon as it may sound, the harp ignited a wildly wondympich feeling to each song.

The follow up songs on the album include, “Drum Machine”, which resembles Welch’s songwriting skills, and “You’ve got the sign” which was written by Welch’s vocal ability.

The album essentially entails a whirlwind romance that goes through bumps and the spark ignites between them repeatedly.

It’s quite a story with a hint of similarity with Edgar Allen Poe writings that depict death and sadness.

Welch has that mysterious ability to entice a listener with love, rock melodies and then slap them in the face with every sad story. “Dog Days are Over” has become a staple in the singer’s repertoire.

The band is currently working on their second studio album which is set for a 2011 release date. Welch has recently started collaborating with Canadian producer Jacknife Le通风 and his second studio album.