

# ALTERNATIVE MUSIC DEFINED

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 **Coldplay**  
Evolving from a foundation of 1970s punk, the genre of "alternative" music encompasses numerous sub-genres including grunge, indie rock, indie pop and country. With such a broad classification and fusion of multiple genres, alternative music has evolved since its emergence.

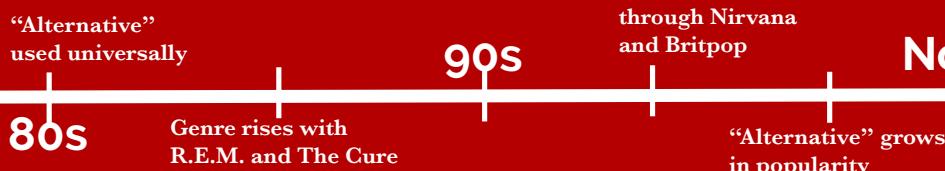
In the 1980s, the term "alternative" became a universal phrase for underground punk rock artists who recorded with independent labels and received recognition

through mostly word-of-mouth. Artists such as R.E.M. and The Cure broke the "cult-classic" connotation of alternative music and achieved commercial success in mainstream media. The genre continued its rise of success with the breakthrough of Nirvana and the growing popularity of grunge and Britpop movements in the 1990s.

According to online music publication Devine Lie, alternative music "is a huge form of expression," revolving around the sincerity of lyrics and subject matter such as depression and substance abuse. The

scope of "alternative" also includes messages "about hope, battling addiction or depression and promoting peace, freedom and positivity."

Alternative music now plays a major role in the music industry. Many well-known and award-winning artists such as Coldplay, Billie Eilish and Imagine Dragons fall under the genre and garner critical acclaim for music once restricted to small groups of listeners. As artists continue to fuse different sounds and produce meaningful lyrics, the alternative genre will continue to grow.



## CONCERTS: IT'S JUST BUSINESS

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**W**hether you listen to rap, country or Latin music, concerts can be an amazing experience. Unfortunately, standing and cheering for your favorite artists loses some of its appeal when ticket prices enter the picture.

For those of us who listen to artists in their starting stages, we may be fortunate enough to see them in concert at a fairly low price. For example, half•alive tickets at the Culture Room in Fort Lauderdale sell for \$22 plus handling fees. A few years ago,

Billie Eilish was in the same position. However, with the release of her

latest album, "When We All Fall Asleep, Where Do We Go?" and the announcement of her 2020 arena tour, average Eilish tickets go for a whopping \$234 each. Tickets for her March 9 Miami show sold out almost instantly, with resale tickets cost-

pecting, which in turn results in artists putting on more expensive shows.

If an artist's career takes off, however, they find themselves needing larger venues, hiring bigger staffs and, that's right, creating more expenses. It's not uncommon to see lesser-known artists at venues with smaller capacity, but then they run the risk of selling out tickets and losing possible profit. For example, Rex Orange County announced his "Pony" tour Sept. 19, and tickets sold out by mid-October, leaving fans desperate for fairly-priced resale tickets. Had Rex Orange County booked a venue larger than Revolution Live in Fort Lauderdale (which has a capacity of 1,300), such as The Fillmore Miami Beach (which has a capacity of 2,713), he might have sold more tickets at slightly higher prices, and made a larger profit.



half•alive

ing as much as \$208 for the 400 level on StubHub. If you want to try and spring for a floor ticket, though, you'll need to cough up around \$400.

While we can attribute these high ticket bills to classic supply and demand, concert culture is also to blame for the recent rise in prices. With higher prices come higher ex-

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(Graphic/Bella Ramirez)

Rex Orange County

