

WAR WILL REIGN

PREVAIL

In the world of Danish band Prevail war will reign, and judging by the wisdom of the general public today as *exemplified* in several elections recently it could be likely that war is coming. But until then you can always read what Hallowed writes and today we write about Danish band Prevail with whom we have gone through an exchange of questions about them and their recent album, Mikkel Christensen the drummer had the (mis-)fortune to answer my questions.

We have to go back to 2009 to start at the beginning; it was then Prevail was formed. And it was founded by guitarist Michael Lundquist and vocalist Claus Gnudtzmann who earlier were band mates in a band called Svartsot, and they had the intent to create smashing metal with death metal riffs that also saw the added benefit of some powerful modern elements.

That took time, according to Mikkel they have been working on their sound for seven years and now this metal unit who likes taking chances have their debut album out in the stores. And according to Mikkel they are a band that doesn't like to conform within any established frame-

work.

- We don't feel limited to one specific band that we want to sound like, or genre. We like to explore, and we don't like to label ourselves as one specific genre - we're a mixture of mostly death metal, but with groove metal, thrash metal and speed metal inspirations. Almost as if Kataklysm had a baby with Gojira and Dawn Of Demise - then suddenly they found out that At The Gates were the father! Or something...

- Prevail is not your ordinary death metal band, but we definitely still know where our roots lie.

Perhaps it is good to know one's roots, and with some bands mentioned in the earlier response it would be a good guess that those bands are part of what is inspiring these guys. But it is not only bands that inspire this band,

it may be cliché according to Mikkel but the world of today is a strong source of inspiration for the band known as Prevail.

- There's lots of stuff going on right now, that we find inspiration in, and that motivates us to write. The world definitely isn't dull right now; so don't expect us to slow down anytime soon.

War Will Reign

It was a long time coming, the album called "War Will Reign". It is the debut album of Prevail and features warlike artwork and some blood, sweat and tears behind the scenes.

- "War Will Reign" is the outcome of a band that has poured blood, sweat and tears into their metal for the last 7 years. Hopefully it shows.

According to the Hallowed review it shows, and Mikkel thinks

that it is an album that doesn't believe in a prison system and therefore it takes no prisoners.

- We have lots of different spices and elements on it, but still a red line of focus that makes it stand out and sound like us. We think you'll find something to like about it, whether you mostly listen to Amon Amarth or even Metallica.

So, according to Mikkel, an album for more or less everyone into metal. And with seven years in the making it probably should be good, but such long time to find a stable line-up has been the biggest obstacle for this band to overcome but according to Mikkel the line-up changes might have stopped now and they have a stable line-up. With this stable line-up they entered the legendary Hansen Studios to record the debut album War Will Prevail,

and that was an inspiring experience according to Mikkel.

- It was an amazing feeling to record at Hansen Studios, where so many great records have been recorded throughout the years. We teamed up with Jonas Haagenen from Aphyxion who did an amazing job behind the desk, engineering and helping produce it. It's an amazing space with an epic drum room (especially!) and lots of inspiration hanging from all the former bands on the walls. Definitely an experience we won't forget.

More War Will Reign

"War Will Reign" focuses on the darker side of life with tyrants, deadly sins, betrayers and more. Mikkel says that it is a reflection of the world today with all the bad stuff reported in the news and of course the new channels of infor-

mation.

- With social media and instant expression, there's a lot to take on. Everybody has got a voice to be heard now, but the instant channels that are available are mostly used for complaining and self-satisfaction. It's a topic that probably won't be fixed ever, but if we can showcase the world's crazy behaviour, that's the best we can do from our own humble channel.

Crazy behaviour is probably the human condition: the better our lives get, the worse we seem to imagine that it is. If these guys can make people think, they have achieved something not many can do. But let's leave it at that and focus on the music; I always find it fun to ask about the favourite song so I asked Mikkel that question too.

- That's a great question! I





don't specifically have a favorite track. I am mostly proud of the fact that we tried to make every track stand out for itself, and succeeded. But if there is one song that probably captures the whole album, it would be *Smiting Our Enemy*, the lead single for the album. Or maybe *Exterminate The Weak*. That was two tracks... Shit. I can't count.

Fortunately for Mikkel counting isn't really that important, the music is and for that he and his band has received some great feedback from us at Hallowed but what about other sources? Apparently the feedback has been generally good.

- The feedback from our fans and the media has been over-

whelmingly positive, and we're extremely grateful of that. It feels great to have our work be honoured the way it has been, keep the feedback coming! Thank you very much.

Prevail Live

Good feedback will probably help the sales but press praise and fan praise alone does not make for a successful album, there is more needed. Like being visible, in interview like this or on advertising and perhaps the best marketing of all, playing live in front of audiences in an arena like Madison Square Garden - that is if Mikkel is allowed to dream a little. Now they will be touring a little closer to home like in their native Den-

mark and then perhaps spread out a little more throughout Europe.

- We're doing a few shows in Denmark in December - Aarhus, Aalborg and Svendborg. We will do a few select dates throughout spring also, and then our plan is to tour more heavily during fall of 2017. Keep a close eye out on our Facebook channel for dates, and come say hi and have a beer with us. We'd love to talk.

These dates will probably not include the dream venue that is Madison Square Garden, at least for the drummer Mikkel.

- Imagine the drum sound. Wow! But more realistically, it would be the ultimate metal-gathering festivals that we're so

lucky to have here in Europe: Wacken, Copenhell, Hellfest and the like.

And if you happen to have the possibility to visit one of these venues where a Prevail show will take place, it would be worth that visit. Mikkel has blisters on his hand to prove that they give everything no matter the crowd or venue.

- We try to kick as much ass as we can live, so hopefully that shows. We definitely give it our all, every single time, and it doesn't matter if we play for 30 people or 300 people.

Plans and Endings

Their album *War Will Reign* is out now so you can check it out your-

self and their plans for the closest future still revolves around that album as they are looking to promote the shit (in Mikkel's own words) out of said album. That means playing live as much as possible and try to reach as many metal fans as possible.

- Then we'll see what happens; hopefully we grow from there, and can reach an even wider audience with album number two.

And with that we say thanks to Mikkel and Prevail, then we leave them the final words of this article.

- On the behalf of all members of Prevail, I would like to thank all the fans that've been giving us awesome feedback on our songs so far. Keep on keepin' on - fol-

low us on Facebook, come to our shows and have a beer - it's on us. Cheers!

And Some Info

Our review of *War Will Reign*
Prevail's Bandcamp
Prevail on youtube

Prevail are:

Michael Lundquist - guitar
Simon Lindberg Madsen - lead guitar
Claus Boldsen Gnutzmann - vocals
Mikkel Christensen - drums
Allan Vangsgaard Madsen - bass