

Meet the Artist: Building 429

Written by Christine D. Johnson
Thursday, 02 June 2011 07:53 AM EDT



Best known for the breakout hit "Glory Defined," 2005 Dove Award New Artist of the Year Building 429 has been playing 200 live shows a year. Now a part of the Essential Records/Provident Label Group family, the band sees *Listen To The Sound* release this month. *Christian Retailing*

asked lead singer-songwriter Jason Roy (pictured second from left) about life on the road and the new album.

You have been really busy touring, haven't you?

Some people think we are crazy for how many shows we play each year, but to be honest, we've really never known anything different. When we started years ago, we had a desire to connect with people on a personal level through the music we wrote, so we booked shows and toured like crazy. Social media has made it easier for fans to connect with us, but we as a band struggle with that because it doesn't feel as honest, so we still long for concerts and face-to-face interaction.

Jason Ingram, Rusty Varenkamp and Rob Hawkins produced this album. What was it like working with them?

Working with Jason and Rusty was a really cool experience for sure. Funny thing is that Jason

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was the guy who found me and the band back in 2003. He took me to his publisher where I would later sign my first publishing deal. Another unknown fact is that Jason was part of our first management team (Talon Management) and was heavily involved in the writing process of our first record. Sitting in the studio with him was like meeting an old friend for a cup of coffee and a hang. It was seamless and it was a blast.

This record was also half produced by Rob Hawkins, another amazing producer in his own right. It was a nice marriage of his super-hip new-school styling and my Southern rock history. He pushed us into a new vibe and what we like to call a more "West Coast" flavor that ended up permeating the record. In fact he co-wrote and produced our first single, "Listen to the Sound," and it's obvious to anyone who has followed us that he ushered in a new era of Building 429 with that one.

How many of these songs did band members write?

Every song on the record was written by the band except for the song "War Zone," which blew us away because it was an obvious tie-in to the record's theme, which was, "where we belong."

Any word for Christian retailers?

I'm excited for retailers to hear our new music, and for audiences to be truly encouraged by these songs. Life is tough, and we all struggle, but hope is rising.