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727 Words

An Intimate Look at Musician, Alex Feger

The accent is barely detectable, but it is there. He sits down for our interview and from the first firm handshake to the welcoming smile, I immediately feel this stranger become a friend.

He got his first guitar at fifteen, taught himself how to play and formed a local band like most teenage boys do. But when the band broke up, Alex Feger was determined to keep making music. And so because Alex is not a person who believes in giving up, he continued to pursue his passion.

Today, he could easily be mistaken for a rock idol. Dark, wavy, shoulder-length hair frames piercing blue eyes in a tanned European face. Alex, a native of Liechtenstein, Switzerland has found himself succeeding where others predicted failure.

He explains that he hears the music in his head and can instantly compose from those melodious notes. “People don’t realize that everyone has the ability to hear the music. I don’t understand why everyone isn’t a musician, why they would choose to turn off their own creativity.”

One of his first musical inspirations came from his wife, Gail. Inspired by global warming and the deforestation of the Rainforest, Alex and local musicians created the Rainforest Project in 1998. Says Alex, “I went to LA for three months to put this together and worked internationally to lay the tracks.”

Alex would create a concept and send it back to recording studio in Europe. One by one, each person would add their musical piece. “We did this without rehearsal and completely recorded the first CD, High Time in five days. In 1999, the second CD took 6 days.” The Rainforest Project sold CDs and toured many of Germany’s Rainforest organizations. “We have three CDs left in this project that I hope to eventually finish.”

After living in Europe for several years, his wife suggested a return home to the US for a short stay. Fast forward nine years and Alex has settled down and calls America home. “I moved here November 1999. The freedom to do what you want to do is greater here than anywhere else.”

And what Alex wants to do was make more music. Though his first love is always rock and roll, he wants to expand his musical repertoire. “The CD is called Smooth Dreams to Remember.” Alex coined the term *Jazz Pop* in an attempt to define such songs on Smooth Dreams as “It’s Only a Dream” and “Hawaiian Paradise.”

His is a masterful, eclectic blend of techno, acoustic guitar, modern beats, hip hop and European-influenced sound. “It’s the kind of music that when you have a rough day, you

play and thirty seconds later you are relaxed.” Alex gives an example of hyperactive child whose mom was shocked to see her son quiet, calm and dancing to a song on the CD. “It has a therapeutic effect and everyone seems to like it no matter how young or old.”

One of Alex’s goals is to sell a million songs to various media. And his fan base isn’t strictly American. For the last three months, Alex has sold his CD on such internet sites as eMusic, Rhapsody and iTunes and has discovered a large fan base in Japan. “I was told to expect average sales at about 15 songs per year. In three months, I’ve sold about 100 songs.”

And he isn’t speaking boastfully; he simply has the belief that if you work hard and expect good things to come, there is no reason why they shouldn’t. “Just do it is the best advice I’ve ever gotten. If you have talent, try it out because if you don’t, you may come regret that later on.”

And for those who told him the Rainforest Project CDs and Smooth Dreams to Remember couldn’t be done by one person, Alex just smiles because he knows there’s yet another successful project in the works.

“I’m working on another CD, definitely rock, but still my own style. Sacrifice Your Mind is geared toward cause and effect, to where mankind is heading. The message really gives you something to think about and I think rock is a very good medium to shake it up.”

And this talented and completely original acoustic guitarist, bassist, and keyboardist has both the ability and tenacity to do just that.
