

COUNTRY & FOLK MUSIC

Music Review: Rob Georg – Beast Made Of Steel



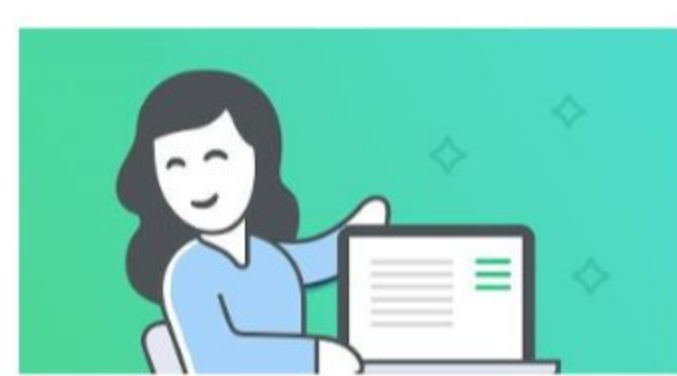
Rob Georg uses warm acoustic instrumentation alongside his passionate singing to create a robust vintage sound that country fans have always fallen in love with. "Beast Made Of Steel" aims for a sweeping production, as the slow-building single remains focused while Rob Georg adds percussion, multiple guitars, and keys to his pristine and determined vocals.



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Known for his humble songwriting, Rob Georg and his co-writers Kristin K. Smith and Skot Bradley pen a record that highlights the experiences of truckers all over the world. Though they get to deal with tough weather, from thunderstorms to snowstorms, they still get a front row seat to take in the beauty of different places they visit which also becomes a surefire way to have lots of great stories to tell.

For most truck drivers, they really understand its not a job, far from it. It's a lifestyle. Everything they do revolves around the truck. For some, it's long days on the road, only eating when you have time and not always when you want, sleep at odd times of the day, whether it's noon or midnight or showering when you can, which isn't always every day (some even go for three days straight, but for most truck drivers they avoid going for that long as much as possible).



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Rob Georg knows this, and he strives to capture this throughout his record, providing solace by offering up many of the familiar touchstones in his songwriting. As the song approaches the end, everything on the record takes a backseat to beam the vocal harmonies that underscore the emotional swells of "Beast Made Of Steel."

Although life goes on at home with or without you, driving a truck across the country is bound to lead to a unique view of your world and life in general. Many truckers say there's no better way to see the country than behind the wheel of their big rig.

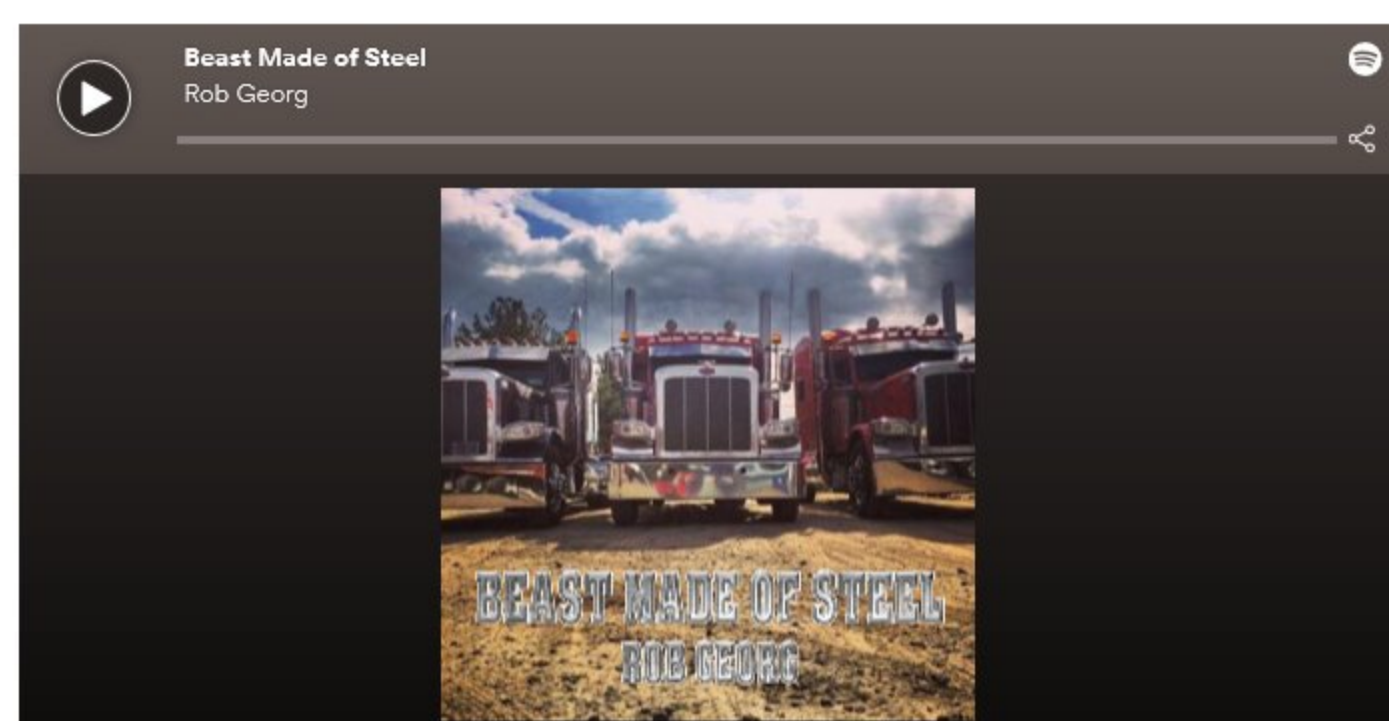


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And if you've ever taken a road trip, you know that sweet feeling you get when you try to get a truck driver to blow his horn. And when you are successful, you can't help but have a giant smile plastered on your face.

"Beast Made Of Steel" is hummable and warm, it's one of the most upbeat songs by the artist, as he effortlessly sings about with a lazy swing. But it's that cyclical passing of experiences and memories that inform the music video as well, which was made with the help of truckers from all over the world. The beautiful montage is Rob Georg's way of paying tribute to the truckers who deserve all the peace that comes with traveling beyond the horizon, and it's all paired with an exciting and thrilling record.

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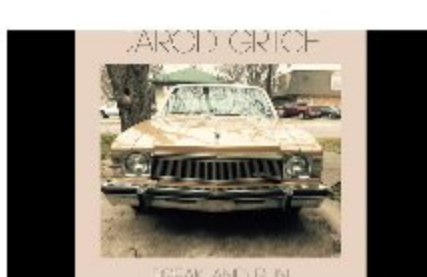
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