

MUSIC

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Ricki Erik is "Born to Rock"

by Todd McFliker

Ricki Erik celebrated the release of his latest CD on February 23rd in Downtown Fort Lauderdale's Revolution. His third cut, *Born to Rock*, featuring the radio-friendly number "All Night Long," is gritty, inventive and passionate. The singer described his sound on the new cut as "young and restless." Each single focuses on the positive and negative feelings associated with human love. Every song is sexual.

Pyramid Music founder Allen Jacobi explained, "If you're a fan of Lenny Kravitz, Seal or Prince, then you are sure to feel the excitement of Ricki Erik."

South Florida's local performer labeled himself a "romantic." Erik's soulful baritone voice onstage allows him to stand out among today's similar-sounding pop stars. The singer is more than a just a writer, as he is a guitarist, recording artist and producer as well. However, his first desire has always been performing. For years now, he has toured extensively throughout the States, Canada and Europe. When mingling with a receptive audience, he often shares intimate tales of sex, struggle in relationships and the frustrations of daily life.



Wearing tight pants and a vest to show off his masculine definition, Erik paced side to side of the stage. The singer sported lengthy dreadlocks, a giant tattoo on one arm, and sizable jewelry resembling voodoo charms. He never stood stationary, as he made continuous verbal contact with the listeners in Revolution. One shapely woman backed up the vocals. Showing off a bellybutton ring and firm cleavage, the maiden offered a sweet voice behind the frontman. The bass player remained low-key behind sunglasses and a cowboy hat. Meanwhile, the guitarist was quite the opposite onstage, consistently dancing and twirling his instrument around his body. The strap around his neck read, "Police Line."

During "Friction Addiction," a song focusing on mortals' lust and attraction, the vocalist bolted out, "I like the way you move, I like the way you dress, the way you move your body, girl it's what I like the best." The crowd experienced *Born to Rock's* "Say You Love Me," "Better Time" and the new single, "Sunshine." Erik discussed penning the emotional number for a friend who was having quite a bit of trouble in his relationship and eventually lost his mate.

Born to Rock contains a controversial song or two, and Erik performed a few of the touchy messages pertaining to both the heart and religion. "If I was God" is poetry pertaining to world peace and it tells of the actions the singer would take if he were of the supreme power. The singer told the crowd about his mother growing upset with the number's message and unsuccessfully advising him not to perform the single. Revolution experienced "Lifetime of Pain," a melody about love lost and the bumpy ride which follows when you open your heart to someone who just won't return the feelings.

The performer hopes that his latest release touches every part of listeners' bodies, making them both cheerful and distressed. But most importantly, the artist anticipates his audience members having mind-blowing sex to *Born to Rock* for hours at a time. Ricki Erik concluded Revolution's pre-show press interview with a simple statement, "Born to Rock rocks."

For more information about Ricki Erik, visit www.rickierik.com.

PHOTO IDS

1-3. Ricki Erik rocks Revolution

Photos by Todd McFliker