

Lord Huron & Three Okemos Chieftains



Lord Huron Web Site: <http://www.lordhuron.com/>

While it may be, as they say, “a long way to Tipperary,” three of Okemos High School graduates—Ben Schneider, Mark Barry, and Tom Renaud—did make their way from Okemos to Los Angeles, where this trio now comprise the core of **Lord Huron**, an American indie folk band. The band’s name was inspired by [Lake Huron](#), the lake which band founder [Ben Schneider](#) (Class of 2001) visited while growing up. There he would spend evenings playing music around the campfire. The band also includes two other graduates of Okemos High: Mark Barry ('01) and Tom Renaud.



Ben Schneider

An interview with Ben’s Schneider’s father, John (a longtime columnist for the *Lansing State Journal*), provided some parental insight into Ben’s early career.

Q. What are your thoughts on having a son who is 'making it' in the music world. A "Tonight Show" appearance, a write up in "Rolling Stone," etc. That has to be pretty fun for you as a parent.

A. Yes, Benjamin's success has been exciting for our entire family.

Q. What were your thoughts when Ben moved to LA to pursue music?

A. After graduating from U-M Art School, he landed a really good job at an L.A. ad agency (with full benefits!), so when he told Sharon (his mom) and me that he was thinking about quitting the job and going on the road with his music, we were naturally a little freaked out. But his argument - that he didn't want to wake up when he was 40 and regret not having tried it - was pretty compelling. Having given up a promising career with the U.S. Postal Service to become a writer, I could identify with that. We figured he would give it a year or so, get it out of his system, and then return to his 9-5 gig. Obviously that didn't happen and it's clear to us that he's truly happy doing what he's doing, and the success is just icing on the cake.

Q. How did you and your wife support his love of music growing up?

A. We always had music around the house, and it's clear to me that some of the music we played (Paul Simon, Bruce Springsteen, Robbie Robertson, John Lee Hooker, the Beatles, etc.) filtered into Benjamin's musical sensibilities. He was always serious about his music; he played upright bass in the Okemos High School orchestra through his senior year, and always had a garage band going - ska, rock, etc. ([Source](#))

History of Lord Huron – The following history of Lord Huron is drawn (verbatim or paraphrased) from the [Lord Huron page](#) on Wikipedia.

Formation (2010–2011)

Founding member Ben Schneider began writing music in his hometown of Okemos, Michigan. After graduating from Okemos High School (Class of 2001), Schneider went on to study visual art at the University of Michigan and finished his degree in France, before moving to New York City where he worked for an artist. In 2005, Schneider moved to Los Angeles. In 2010, Schneider formed Lord Huron as a solo project, recording his first few EPs entirely on his own and steadily adding members, most of whom he had known since childhood, to help play in live shows.

Albums

***Lonesome Dreams* (2012–2013)**

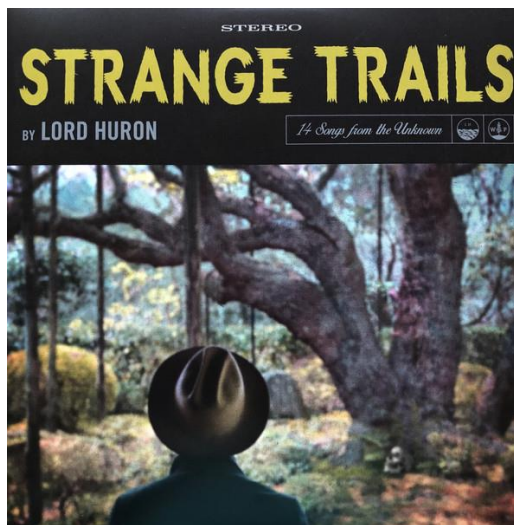
Lord Huron's first full-length album, [Lonesome Dreams](#), was released in the United States on October 9, 2012, on the lamsound label, peaking at No. 3 on *Billboard's* Heatseekers Albums chart and selling 3,000 copies in its first week. As of April 2015, the album had sold 87,000 copies in the United States. The album was also released in 2012 in the UK on the [Play It Again Sam](#) (PIAS) label, and in January 2013 in Ireland also on the PIAS label.



With the release of *Lonesome Dreams*, the band slowly released a series of music videos, all filmed in a western '70s style, which Schneider says was the focal point and narrative for the album. "We had this fun idea that *Lonesome Dreams* was kind of this series of old adventure tales. It's sort of a collection of pulp fiction and we wanted the videos to kind of reflect that and have that same feel and style," Schneider said in an interview. They also decided to release a theatrical version of the videos ([Source](#)).

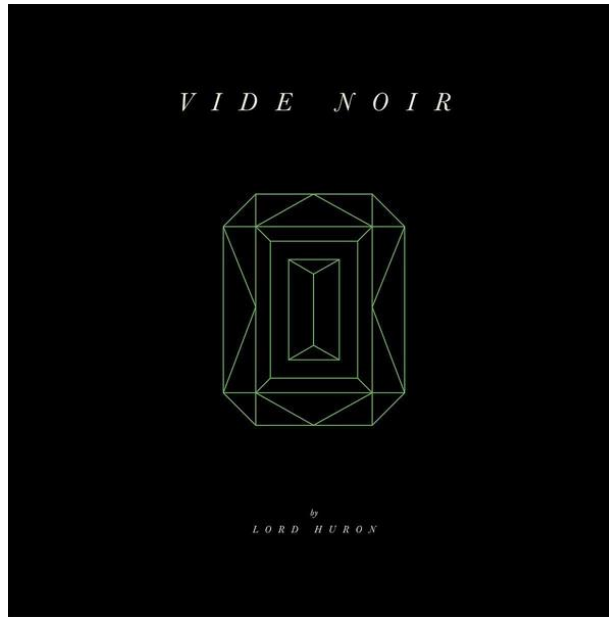
***Strange Trails* (2014–2017)**

The band released their second album, [Strange Trails](#), on April 6, 2015, in the United Kingdom and April 7, 2015, in the United States. The album debuted on the *Billboard* 200 at No. 23, and Folk Albums at No. 1, and No. 10 on the Top Album Sales chart, with 18,000 copies sold. The song "The Night We Met" was RIAA-certified gold on June 26, 2017 and certified platinum on February 15, 2018.



***Vide Noir* (2018–present)**

In January 2018, several short videos released on Lord Huron's official Facebook, Instagram, and Twitter accounts with short clips of audio led to speculation of an upcoming album release. The album, [*Vide Noir*](#), was officially announced to be the band's third album, and was released on April 20, 2018.



On January 26, 2018, Lord Huron released their first single from the album, a two-part song called “Ancient Names.” On February 16, 2018, Lord Huron released the next single, “Wait By the River.” On March 7, 2018 they performed “Wait By the River” on [*Jimmy Kimmel Live!*](#).

Lord Huron performed an extended preview of *Vide Noir* on March 8, 2018, at Teragram Ballroom in Los Angeles, CA, debuting five songs off the new album: “Ancient Names (Part I)”, “Ancient Names (Part II)”, “Wait by the River”, “Never Ever”, and “Vide Noir”. On March 27, 2018, they performed another preview set at Le Poisson Rouge in New York, playing the same five new songs that they played at Teragram Ballroom plus two more songs (“When the Night Is Over” and “Back From the Edge”) from the *Vide Noir* album that was released on April 20, 2018—that same day Lord Huron played an official release show in Grand Rapids, Michigan, Schneider's home state.

On July 11, 2018, Lord Huron recorded two Spotify Singles (“When the Night is Over” and Neil Young's “Harvest Moon”) at Spotify Studios.

On August 11, 2018, Lord Huron performed a medley of the songs “Never Ever”, “When the Night is Over”, and “Moonbeam” from the album [*Vide Noir*](#) on [*CBS This Morning: Saturday Sessions*](#).

A Review of *Lonesome Dreams*

On February 12, 2014, Elizabeth Derby published the following article on Lord Huron which includes a review of *Lonesome Dreams*.

Lord Huron's existential sonic pursuit

Have you ever driven through the desert? Flown across dry, red earth while mammoth spires of stone and humps of rock pin back the wide blue horizon?

Maybe you stopped in the shadow of a peak and began to climb through wiry brush and sandy succulents, picking a forgotten trail up the monolith's face. Dust on your boots, sweat on your brow, the hot kiss of sun on your body: these will stay with you later, when you've returned to wherever you came from and need to remember how it felt to be free.

Lord Huron's music does this. It picks you up and drops you on an abandoned shore, a dream-like desert, a snowy cliff. It fills your heart with longing for adventure or lost loves. The sound is expansive, with layers of guitar and piano and strings, edges softened and blurred until all that remains is a lush landscape against which singular elements appear and weave. Plucked strings, wind chimes, harmonized chants, and a singer's voice range like a cowboy's at the campfire, telling stories too grand to be true and too familiar not to be.

That voice belongs to Ben Schneider, a Michigan native who named his band for the lake by which he developed his first Lord Huron EPs. As the project grew in scope and acclaim, he added friends from Okemos and East Lansing: Mark Barry, Miguel Briseño, Tom Renaud, and Karl Kerfoot. The quintet began touring in 2011, and the 2012 release of the band's debut album *Lonesome Dreams* (Iamsound Records) earned critical praise from Rolling Stone, a performance on "The Tonight Show," and a surge in popularity.

"I started recording as a personal thing. I had no expectations about it," said Schneider in a phone interview last week. "Music was always a part of my world, but my focus had been more in the visual." Schneider, who went to art school, created mixed media exhibitions in the form of fake natural history exhibits. "It was not a good business model," he said, laughing. "The art world was a weird fit for me."

Living in Los Angeles, and working as an art director to pay the bills, Schneider's career got a boost from his sister. "She encouraged me to do something, to hand [his first EP, *Into the Sun*] out at festivals and stuff." Word of mouth and online bloggers carried enough interest to warrant performances. "I called up the only people I could think of, my best friends who I had grown up with," he said. They translated the record into stage shows and began talking tours. "I knew I could take the time as a vacation or I could just quit," he said. "I had a bit of a safety net. No kids, no family, no home. As soon as I saw a chance that I could at least get by doing this, I went for it."

One of Schneider's favorite parts of the Lord Huron experiment is his ability to marry songwriting and performance with visual creation. His art manifests as music videos, such

as the “Time to Run” faux Western mini-movie directed by Arms Race, and album covers and art with a distinctly evocative, Instagram-like aesthetic not unlike his sound. “I develop that stuff as I’m developing the songs,” he said. “I tend to think very visually, so a lot of times while we’re working stuff out we’ll say, ‘Let’s make this sound like a landscape’ or some other visual.”

If Lord Huron’s sound triggers subconscious visions of these wild, faraway places, Schneider’s lyrics paint a conscious picture. “I’ve been through the desert/and I’ve been across the sea/I’ve been across the mountains/I’ve wandered through the trees. She left no trace/but I know her face/I will find her.” Every song is an endless search, for love or the truth or a way to live forever.

Lonesome Dreams tells the loosely-stitched story of a man named Lord Huron and his companions Admiral Blaquefut and Helena, characters detailed in the *Lonesome Dreams* series of adventure stories by fictional author George Ranger Johnson.

According to Johnson’s website, he published new installments from 1966 to 1987 and “it is unclear whether the Lonesome Dreams series will continue.” Every Johnson title is out of print, but each corresponds to a song on Lord Huron’s album. “George Ranger Johnson is a tragically underappreciated author of adventure pictures,” said Schneider. “He’s the basis of our first album, but most people have never heard of him. Hopefully one day he’ll get his due.”

The fabricated Johnson is an integral part and product of the Schneider creation process. “I was really interested in taking personal experiences and looking at them through this lens of an old adventure novel—an old dime story,” he explained. “I have a pretty idiosyncratic way of working. I tend to collect a lot of small pieces when I’m on the road—voice recordings of melodies or pieces of rhythm or lyrics,” he said. “When I get home I lay it all out and try to imagine a clearer picture of what I’m heading towards.”

The idea of George Ranger Johnson hinted at something larger. “I’m drawn to stories happening on a grand scale,” Schneider said. “Not always epic or on a God level—just big ideas that can happen in really small stories. They get at some core truth.”

When Lord Huron performs at the Jefferson this Sunday, February 9, the sound may be quite different than the group’s recordings. “I let the two things be the different things they want to be,” Schneider said. “It’s not possible to replicate a 10-instrument arrangement onstage, so I let it be its own virtual experience. Same song but a different game.” ([Source](#))

Discography

Extended plays [\[edit \]](#)

- *Into the Sun* EP (self-released, 2010)
- *Mighty* EP (Linian Music, 2010)
- *Time to Run* EP ([Iamsound](#), 2012)

Albums [edit]

| Title | Album details | Chart positions | | | | | | | Sales | Track lists |
|---|--|--------------------|-------------------------|-------------------------|-------------------------|---------------------|---------------------|--------------------|----------------------------|---|
| | | US ^[31] | US Heat ^[31] | US Folk ^[31] | US Rock ^[31] | BEL ^[32] | IRL ^[33] | UK ^[34] | | |
| <i>Lonesome Dreams</i> | <ul style="list-style-type: none"> Released: October 9, 2012 Label: Iamsound Format: Digital download, CD, vinyl | 179 | 3 | — | — | 64 | 97 | — | US: 87,000 ^[11] | Track list [show] |
| <i>Strange Trails</i> | <ul style="list-style-type: none"> Released: April 7, 2015 Label: Iamsound Format: Digital download, CD, vinyl | 23 | — | 1 | 2 | 108 | 70 | 95 | | Track list [show] |
| <i>Vide Noir</i> | <ul style="list-style-type: none"> Release date: April 20, 2018 Label: Republic Format: | 9 | — | 1 | 2 | 134 | — | — | US: 28,000 ^[35] | Track list [show] |
| "—" denotes a recording that did not chart or was not released in that territory. | | | | | | | | | | |

Singles [edit]

| Song | Year | Peak chart positions | | | | | | | | | | | Album |
|---|------|----------------------|------------------------|-------------------------|-------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|--------------------|------------------------------------|
| | | US ^[38] | US AAA ^[39] | US Rock ^[40] | US Alt. ^[40] | AUS ^[41] | BEL ^[33] | CAN ^[42] | FRA ^[43] | IRL ^[34] | SWI ^[44] | UK ^[35] | |
| "The World Ender" | 2015 | — | 28 | — | — | — | — | — | — | — | — | — | Strange Trails |
| "Fool for Love" | | — | 3 | 40 | — | — | 131 | — | — | — | — | — | |
| "The Night We Met" | 2017 | 84 | 7 | 5 | 23 | 78 | 44 | 58 | 115 | 28 | 74 | 77 | |
| "Ancient Names (Part I)" | 2018 | — | — | 45 | — | — | — | — | — | — | — | — | Vide Noir |
| "Wait by the River" | | — | 14 | 47 | — | — | — | — | — | — | — | — | |
| "Never Ever" | | — | 26 | — | — | — | — | — | — | — | — | — | |
| "The Night We Met" (featuring Phoebe Bridgers) | | — | — | 25 | — | — | — | — | 160 | — | — | — | 13 Reasons Why Season 2 Soundtrack |
| "—" denotes releases that did not chart or were not released in that country. | | | | | | | | | | | | | |

Band members

Current (*Schneider, Barry, and Renaud are all graduates of Okemos High School*)

- Ben Schneider – guitar, vocals, harmonica
- Mark Barry – drums, percussion, vocals
- Tom Renaud – guitar, vocals
- Miguel Briseño – bass, keys, percussion, theremin

Touring

- Brandon Walters – guitar, vocals^[24]
- Misty Boyce – keys, vocals

Former Members

- [Peter Mowry](#) – guitar
- Brett Farkas – guitar, vocals
- Karl Kerfoot – guitar, vocals
- Anne Williamson – keys, vocals ^{[25][26]}

In Popular Culture

- Lord Huron's song "Ends of the Earth" has appeared numerous times onscreen. It plays during the end credits of the 12th episode of the third season of the Showtime television series [Shameless](#) and the 6th episode of the second season of FXX's [Man Seeking Woman](#). "Ends of the Earth" also appears in the films [Walking With Dinosaurs](#) (2013) and [Endless Love](#) (2014) as well as in the final episode of the TV show [Community](#). The song also was used in the series finale of the Netflix series [Longmire](#), in the Netflix Documentary *Unbranded*, and in a TV commercial for jewelry company Zales and sporting-goods company Eddie Bauer. This song is also played during the end credits of the film, [Road Hard](#) (2015). Country singer Kenny Chesney covered this song on his 2018 album, *Songs for the Saints*.



- The song "The Night We Met" is used in the 5th episode of the fourth season of [The Affair](#) on Showtime, in the 22nd episode of the second season of The CW's ["The Originals"](#), the 18th episode of the first season of The CW's [The Flash](#), in the 4th episode of the second season of NBC's [The Night Shift](#), and in the 5th episode of the first season of the Netflix television series [13 Reasons Why](#), and again in the 13th episode of the second season of the latter.

- In the 2015 film [Freeheld](#), the band's track "Louisa" is used in the country western dance scene where the characters played by Julianne Moore and Ellen Page are dancing together.
- The band's track "Fool for Love" is used in the end credits of the episode "Wedding Day" of HBO's [Girls](#) and "Bonnie" of [Lovesick](#), and was also featured in the Season 7 episode [Hyperion Heights](#) of [Once Upon A Time](#).
- The songs "She Lit a Fire", "Ends of the Earth", "Brother", "The Ghost on the Shore", and the previously-unreleased track "The Birds are Singing at Night" are all used in the film *A Walk in the Woods*.^[29]
- Their song "The Yawning Grave" appears in the 11th episode of the seventh season of The CW's [The Vampire Diaries](#).
- The song "Lonesome Dreams" is used in the 7th episode of the first season of HBO's [Togetherness](#).^[30]
- The song "When the Night is Over" appears in the 15th episode of the third season of [Chicago Med](#) and also [TCM Remembers 2018](#).
- The song "Love Like Ghosts" appears in the 9th episode of the ninth season of [Shameless](#).
- The song "Time to Run" appears in the 12th episode of the ninth season of [Grey's Anatomy](#).

Lord Huron recognized in CNN special

On January 4, 2015, the *Lansing State Journal's* [Anne's Local Music Beat](#) column, by [Anne Erickson](#), featured an article titled "Lord Huron recognized in CNN special." The article, as published, is reproduced below.



Lord Huron's "Ends of the Earth" was recognized in a new CNN special. (Photo: Jason Kempin/Getty Images)

Each year, CNN counts down their picks for the best and worst of the year, from movies to news stories to music.

This year's episode, named "It's All the Best, All the Worst 2014," mentions Lord Huron's indie pop tune "Ends of the Earth" as one of the best songs of the year.

Lord Huron joins Okemos High School graduates Ben Schneider (lead vocals), Mark Barry (percussion, vocals) and Tom Renaud (guitar, vocals), Eaton Rapids graduate Miguel Briseño (bass, percussion) and Sacramento, Calif.-based guitarist Karl Kerfoot (guitar, vocals). The band is currently based in Los Angeles, but obviously has strong Michigan ties.

When the subject of the best song of the year came up on CNN's special, the [voiceover stated](#), "We were tempted to go with an outlier for best song of the year, maybe Lord Huron's 'Ends of the Earth' or Spoon's fantastic 'Do You.'"

In the end, a pop number won the honors: "But there was just no denying who struck the very best chord with the best tune of 2014," the program stated. "The song 'Happy' by Pharrell Williams was a national addiction."

Congrats to Lord Huron for the national attention.

Listen to Lord Huron's 'Ends of the Earth':



Biographies on & Interviews with Ben Schneider

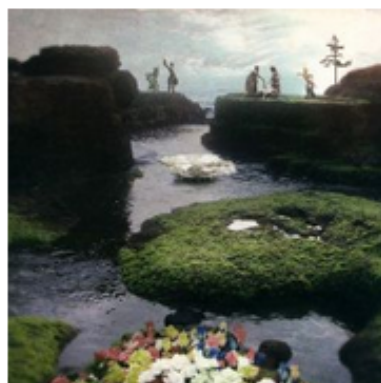
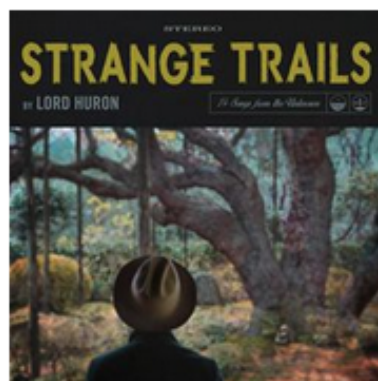
An Internet search will surface a number of articles on and interviews with Ben Schneider, as follows.

Artist Biography by Fred Thomas

Share on



Evoking wide-open vistas and the spirit of travel, American indie outfit **Lord Huron** emerged in the early 2010s on the heels of the indie folk boom, bringing together an expansive and dynamic blend of folk, rock, pop, and threads of Americana. Led by Michigan native **Ben Schneider**, the Los Angeles-based **Lord Huron** — who take their name from one of the five Great Lakes — found mainstream success in 2014 with the release of their lush, Western-inspired second album, **Strange Trails**, whose closing track, "The Night We Met," reached an even larger audience in 2017 thanks to a key placement in the Netflix series *13 Reasons Why*.



A native of Okemos, Michigan, **Schneider** initially pursued a career in the visual arts, heading from college in Ann Arbor to New York and eventually to L.A. Originally conceived as a solo project, he began recording as **Lord Huron** in the spring of 2010 on a trip home to Michigan, recording a handful of songs inspired by his love of nature. These songs were later released as the **Into the Sun** EP, and **Lord Huron** was born. The songs quickly gained recognition and a band was assembled to flesh them out in a live setting. **Lord Huron** began performing as a band in August of 2010 and quickly began touring, developing their live show as they went. In

November of 2010, a second EP, **Mighty**, was released, coupled with a video for the standout track "The Stranger." The year 2011 was full of touring, with appearances at larger festivals like South by Southwest, Outside Lands, and Lollapalooza. At this point **Schneider** solidified his band lineup with childhood friends **Mark Barry** on drums, **Brett Farkas** on guitar, **Miguel Briseno** on bass, and **Tom Renaud** on guitar.

In January of 2012, **Lord Huron** signed with the independent label Jamsound Records and began work on their indie folk debut full-length, **Lonesome Dreams**, which was released later that year and led to an appearance on *The Tonight Show* with Jay Leno. After extensive touring, a second album, the Western-themed **Strange Trails**, was recorded in 2014 at Whispering Pines Studios in Los Angeles. It was released in early 2015 and hit the Top 25 in the U.S. and Canada. After the closing track, "The Night We Met," got a high-profile spot in a dance scene on the Netflix series *13 Reasons Why* in 2017, the song charted in North America, Europe, and Australia.

Republic Records took note and offered the band a record deal. **Lord Huron's** major-label debut, **Vide Noir**, hit shelves and streaming sites in April 2018, reaching the number ten spot on the Billboard 200 chart.



On October 4, 2012, on the eve of the release of Lord Huron's first album, *Lonesome Dreams*, Jeff Oloizio published the following article on and interview with Ben Schneider.

Lord Huron is at Home on the Range

For someone set to release his first full-length album in a matter of days, Ben Schneider sounds remarkably relaxed. "I think I'm gonna go out fishing today," he tells us matter-of-factly, while laying low before a rehearsal. That Schneider, the singer, songwriter, and driving force behind LA-based indie folk outfit Lord Huron, traded his home in Michigan for big-city life is of little surprise, given the creative prospects of the former. But to hear Schneider tell it, it's clear he hasn't let go of his roots: "I live in the city now, but I still kind of try to make it as un-city-like as possible."

Undoubtedly making the transition process easier is the make-up of Schneider's band. Originally a solo project, Lord Huron now consists of Schneider, Mark Barry (percussion, vocals), Miguel Briseno (bass, percussion), Brett Farkas (guitar, vocals) and Tom Renaud (guitar, vocals)—all Michigan natives. On *Lonesome Dreams*, the group's new record, influences both geographic and literary (the album is purportedly based on a series of adventure novels by George Ranger Johnson, a fictitious author for whom Lord Huron has made a [website](#)) inform songs both wildly expansive (infectious leads single "Time to Run") and delicately introspective (the beautiful "She Lit a Fire").

Anxious to learn more about the band's inspirations and multimedia approach, *Interview* recently caught up with Schneider by phone.

JEFF OLOIZIA: Lord Huron began as a solo project. How have you found the transition to playing with a full band?

BEN SCHNEIDER: In terms of how we've done it live, I've had a band since the first live shows. I guess the biggest transition was recording with new people, because the first three EPs I did, I did everything and then recorded it myself. This time around, I had to get used to having other people around. They're all incredible players, so it definitely benefited the record, but when you work by yourself for so long, you develop some idiosyncrasies that other people have to get used to. [*laughs*] So that's been part of the challenge of recording, but I think it worked out for the best. I've been playing with some of these guys since I was 12 years old, so it's pretty cool to be heading out on the road with them again.

OLOIZIA: There's a great sense of space in your music, which I think could rightfully be described as atmospheric. However, I understand you write the songs by yourself.

SCHNEIDER: Mm hm.

OLOIZIA: How do you account for that space, then, when you don't have the band around you? Is that something you're conscious of as you're writing?

SCHNEIDER: Yeah, definitely. I guess modern production techniques allow you to do that a lot easier. There's all kinds of tricks you can do that can help you kind of space things out, and there's a lot of different ways to achieve that—whether it's not having a sonic space filled, or adding a distant sound that recalls space or something far off. But I think about that an awful lot when I'm demoing songs, and I demo really extensively. I have the songs pretty much fully fleshed out by the time we actually go to the studio, and the way I think about it a lot is visually—imagining landscapes that I'm trying to describe sonically.

OLOIZIA: I wanted to ask you about that. I know that visuals are really important to you and to Lord Huron as a collective unit. Was there a specific theme or vibe that you were going for in designing the album cover?

SCHNEIDER: Yeah, I think I definitely try to do that with all of the records. I kind of think of these songs as stories from some folk-Western series of novels, but it's got an exotic twist, too. So I had this image in my head of this desert that's, you know, Western, but it also kind of looks Middle Eastern, and the crescent moon kind of hints to that. And the lone rider reflects the lonesome idea that runs through the record.

OLOIZIA: When you create these visual projects to accompany the songs—whether it's the album cover or the paintings or the videos—do you typically think of the music or the images first? Is there one that influences the other?

SCHNEIDER: I usually try to develop them in tandem. With this record, there's a drawing and a sort of digital painting that goes with each song, and I made book covers to go with each song as well. I do all this stuff just to help me get a full grasp of the song and what I'm trying to say. And it's fun, too.

OLOIZIA: Do you plan to incorporate any of these visual aspects into your live show?

SCHNEIDER: We'd love to be able to have projections and stuff every night, but because of the size of the clubs we're playing, it's just not something that can be done. We don't have a road crew or anything yet, so it's just a lot to handle. But down the line, it's definitely something that we talk about a lot that we want to do.

OLOIZIA: Something to look forward to.

SCHNEIDER: Absolutely.

OLOIZIA: You mentioned Western novels earlier. Did you have any specific literary references for this album?

SCHNEIDER: I've always loved, like, cheesy Western dime novels, and also some of the more literary stuff—Louis L'Amour, and Larry McMurtry, and Cormac McCarthy. There's a book in particular called *The Collected Works of Billy the Kid* that I've loved since I read it in college. It's really cool, because it's a novel, but it's written more in verse than in prose. I think about that book a lot when I write lyrics, because it tells this great Western narrative, but it's through these really beautiful poems.

OLOIZIA: Those Western influences are really apparent on the record, but there also seem to be a lot of world music influences there. Where did these come from?

SCHNEIDER: I've always just had an interest in world music and loved exploring—not only physically, as in actually going to places and checking out music, but also just going to record stores and buying records with funny, exotic covers and seeing what's on there. I've discovered a lot of great music that way. I think on the first couple EPs, I was really exploring that world sound a little more deliberately. It's definitely still around on the new stuff, but I've taken the elements that I was able to experiment with earlier and thrown them down into something that's hopefully more advanced.

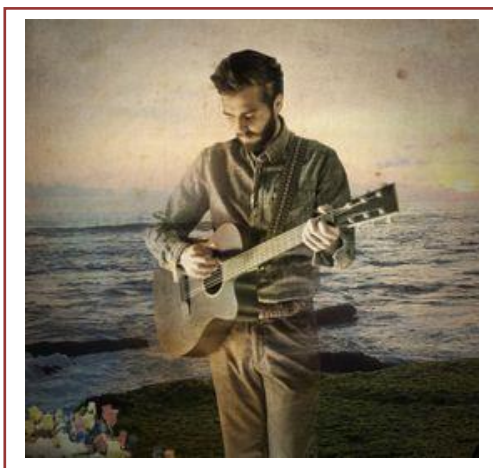
OLOIZIA: I read that a lot of what you hear in the songs comes from your travels. Do you have any “life on the road” tales that would help people better understand the new record?

SCHNEIDER: When I was in Indonesia a couple years ago, I rented a scooter and saw some gamelan orchestras that I took sample recordings from and used. So that was part of it. I've been traveling around the States mostly on tour, and I think a lot of those golden-hour drives through huge desert landscapes definitely had some impact on the sounds. In that case, it wasn't really sampling anything, but the aesthetic of the big, wide-open spaces definitely influenced what you hear. I'm always looking to get out and experience new places and hear music, but lately it's been more about touring around.

LONESOME DREAMS IS OUT OCTOBER 9 ON IAMSOUND. LORD HURON WILL PLAY MERCURY LOUNGE OCTOBER 9 AND GLASSLANDS GALLERY OCTOBER 12. FOR MORE ON THE BAND, VISIT THEIR [WEBSITE](#).

On October 6, 2012, the following review by James Reed, staff writer for the *Boston Globe*, was published:

[Lord Huron's folk forges a pioneer's path](#)



“I tried to do stuff that was evocative of movie soundtracks and spaces and places. I was trying to create those environments and then tell a story with the lyrics,” says Ben Schneider of the songs on Lord Huron's new album, “Lonesome Dreams.”(Graeme Flegenheimer)

The way Lord Huron presents itself in photos is not unlike the music the band makes. It's rare to find a standard image of Ben Schneider, the group's singer and songwriter. He often shows up in pictures that look more like watercolor paintings, all soft focus and grainy texture.

"I've had to fight for that," Schneider says. "Between the label and press outlets, they're like, 'Can you send us a straightforward photo?' and I don't want really to do that. I have to explain that and say, 'Sorry, that's just how it is.' "

"It supports the narrative of the whole project, just creating this universe it all exists in," adds Schneider. "Part of that universe is a haze, a mystery that hangs over everything. It's important for me to maintain that."

Schneider, who's 29 and on the cusp of fame, is not being precious. He's right. Lord Huron's music is so impressionistic, it sometimes sounds like it emanates from a dream. Rub your eyes, and the whole thing just might be a mirage.

That's the lasting impression of Lord Huron's luminous new debut, "Lonesome Dreams," which will be released on Tuesday. (The band, which is based in Los Angeles, comes to Great Scott on Thursday.)

The album is rooted in folk and country, but there's always a disorienting undercurrent that gives the music more depth and nuance. Rhythm, the kind you'd find in a raging river, courses through the songs. Even when the time signature slows down to a waltz ("The Ghost on the Shore"), the music is forever in flux.

"I think the basis of it all is a folk and country core. That's the stuff I grew up listening to, and it influenced me a lot," Schneider says. "As I got older, I got more into world music. A lot of that came from getting into Indian and Japanese movies. I'd always notice the music, and that would lead me somewhere else and I'd find a record. I let that stuff influence me a bit. I see it as layers on top of this American folk core."

Calypso, Bollywood, and spaghetti Western soundtracks were also touchstones. The true star of "Lonesome Dreams," though, is the alternate world Schneider created for the songs.

"I approached them like they're frontier songs telling these stories from the West," he says. "That theme and aesthetic guided the record. I was really focused on storytelling, not just lyrically but also with the sonic choices. I tried to do stuff that was evocative of movie soundtracks and spaces and places. I was trying to create those environments and then tell a story with the lyrics."

The album is told almost exclusively from the perspective of adventure. Schneider fixates on landscapes, from deserts and lakes to rivers and inland coasts. He lays out his journey on the opening "Ends of the Earth":

*Oh, there's a river that winds on
forever*

I'm a-gonna see where it leads

*Oh, there's a mountain that no man
has mounted*

I'm a-gonna stand on the peak

"Landscape has been important to me. Growing up where I did in Michigan, and spending a lot of time by the lake and on the lake, I have a real connection with being outside," Schneider says. "As a kid I would wander off by myself a lot. I even kind of half-heartedly ran away from home a couple of times, trying to get my kicks on the adventure trail. I've always had a bit of wanderlust."

Experienced as a whole from start to stop, which it truly should be, the album unfolds like a series of way-out-West short stories. It's a sensibility somewhere between Willa Cather and Fleet Foxes. Songs deliberately transition from one another, as if each continues the narrative.

"I definitely like to give songs space," Schneider says. "When we were looking for a label, we really wanted to find somebody who would let us do our thing. To be honest, there was still some pushback about some of the spaces we have on the record, about taking too long for things to resolve. It was really important for me to maintain that because I think sometimes a song needs space."

Take "Time to Run." Released as the first single, it has the hallmarks of an earworm — a brisk melody that gallops like a pack of horses, an infectious chorus, a story line about someone who's on the lam. "It's time to run/ They'll string me up for all that I've done," goes the first line. Then, after 2½ minutes, the song suddenly shifts downward into what Schneider describes as a "fever dream." It creeps and crawls for another minute before gaining full steam again. Not exactly the stuff of a hit single, but the interlude is completely in service to the song's story arc.

Schneider's vocals also lend the album an air of mystery. Shrouded with effects — "a good, healthy amount of reverb," as Schneider calls it — his voice is warm and celestial but also remote.

"Lonesome Dreams" marked the first time Schneider had recorded with other people. Originally a solo project, the lineup eventually swelled to five members, most of whom were childhood friends with Schneider in Michigan. Disillusioned after college, Schneider followed a girl out to Los Angeles seven years ago and launched Lord Huron in 2010; he recorded the first two EPs by himself.

"Music has always played a supporting role in my life," he says. "I was frustrated and not getting anywhere with my art career. I just decided I was going to try this again. I had been developing an idea for several years about what kind of music I wanted to make. I think I finally found it."

In late 2012, Lord Huron's founding member, Ben Schneider, was interviewed by [Zeke Jennings](#). Below is the [interview article](#) as published on December 10, 2012.

[A Q&A with Okemos native Ben Schneider, whose band Lord Huron is on the rise](#)



Ben Schneider, an Okemos native, and Lord Huron are scheduled to perform on "The Tonight Show with Jay Leno" in early November

Those unfamiliar with the band Lord Huron will probably find its sound reminiscent of, well, no one.

That cool, fresh sound is a big reason why the independent label band, the brainchild of Okemos native Ben Schneider, suddenly finds itself one of the fastest rising groups in music.

While the quintet was formed in Los Angeles over the past two years and honed its sound there, four of the members were raised in south-central Michigan. Yes, the band name is a reference to Lake Huron – Schneider spent a lot of time at the lake growing up.

Schneider's childhood friends Mark Barry, the band's drummer, and Tom Renaud (guitarist) are both from Okemos, while bassist Miguel Briseno is from Eaton Rapids. The only non-Michigan native is guitarist Karl Kerfoot, who is from Sacramento.

Lord Huron released its first full length LP, "Lonesome Dreams," Oct. 9 under the independent label IAMSOUND because "the whole idea of this project was to be able to do what I wanted to do," Schneider said.

Within weeks, [Rolling Stone magazine named Lord Huron a band to watch](#) and the group [scored a spot on "The Tonight Show with Jay Leno"](#) [in early November 2012].

The journey has been a long one for Schneider, who studied visual art at the University of Michigan before finishing his education in France. He then moved to New York and eventually “followed a girl” to Los Angeles, where he’s been living since 2005.

Schneider, who is eagerly anticipating a few weeks away from his busy schedule to celebrate the holidays with family and friends, recently took a break to answer a few questions from MLive.com.

Q: How has life changed since you were on “The Tonight Show”?

A: It’s been great, really. That was pretty surreal. I think my parents are finally convinced I’m not wasting my life. ... I say that half-joking because my parents and family have always been incredibly supportive.

Q: So, you went from Okemos to the University of Michigan and then to France?

A: Yeah, I went there to finish up my degree and was learning a little French for a few years. After that, I lived in New York for about three months, where I was working for an artist. Then, I followed a girl out to Los Angeles. Really, it was just an excuse to get out of there, but I’m really glad I did.

Q: Did you ever think you’d wind up working as a musician?

A: I’ve always loved music. I’ve been doing it ever since I can remember. My dad had a guitar while I was growing up and I used to come up with little ditties. I did orchestra in middle school and high school, and I was always involved in bands in high school and college. Visual arts became my focus for a while, but I’ve always been drawn to music. When it comes down to it, I’ve always been interested in making stuff.

Q: Why did you choose an independent label?

A: “This is my first experience doing something like this. I talked to a lot of people. The bigger labels tend to want to have more control, which is great if you’re both on the same page. If you’re not, it can be a really long contract. The whole idea of this project was to be able to do what I wanted to do.

Q: Do you think being in a band with people from Michigan makes the success extra special?

A: The guitarist [Mark Barry] and the drummer [Tom Renaud] and I all met in middle school. Actually, I’ve known the drummer since I was 5. Our bassist [Miguel Briseño] started in other bands, but he’s from Eaton Rapids. We’ve all got a pretty long-standing relationship. So, yeah, it really does. It’s great to be able to share something with them.

Another bio on Ben Schneider appeared on Heightline.com and is presented below as published.

Ben Schneider – Bio, Personal Details, All You Need To Know



Ben Schneider [Image Source](#)

In 2018, the former US President, Barack Obama[,] made available his list of movies, books, and music of 2018. On the list which had 22 songs is “Wait by the River” which was sung by Lord Huron, an indie folk band which started as a project of Ben Schneider. The list shone the light more on Schneider and other members of the band, although they had already started making a name for themselves before then.

While the name of Ben will always remain tied to the band, there is so much more about the singer.

Ben Schneider’s Bio

It was on October 18, 1984, that he was born as Benjamin Schneider in the United States. He was raised in Michigan together with his three siblings. While growing up, he was a very creative kid who had the knack for both music and painting.

With his eyes set on music more than painting, he started writing songs since he was much younger. In fact, he was raised in a family that loved music with a father who owned a guitar. When he got to middle school and then high school, he did orchestra.

Ben Schneider got his early education in his hometown [Okemos, Michigan] where he started writing songs and then he later moved to the University of Michigan where he studied visual arts. Nonetheless, it was in France that he completed his education and obtained his degree. He once worked as a painter in order to be able to pay his bills when he was still in school.

After he left France, Ben moved to New York and then Los Angeles where he started his career in full. In 2010, he started Lord Huron which at the time was his personal project. The band got its name from Lake Huron, a place where Ben spent a lot of time as a kid growing up.

By 2012, the project had expanded to a band with more members including Mark Barry who was his childhood friend since he was five as the drummer, Tom Renaud as its guitarist, and then Miguel Briseno as the bassist. By then, the band had already started making a name for its reminiscent sound.

The first album of the band, *Lonesome Dreams* was released in 2012. This was followed much later in 2015 with the release of *Strange Trails* which like the first, was under the record label Iamsound. In 2018, he released *Vide Noir* with the band under the record label Republic. The album has 12 songs including Wait by the River which is one of Obamas best discoveries of 2018.

Personal Details



Lord Huron ([Image Source](#))

Apart from music, which is something that has taken him very far, Ben Schneider has a very interesting life. When he moved to Los Angeles where he has been living since then, he revealed that it was a girl that he followed there.

His father, John Schneider worked for the *Lansing State Journal* in Michigan for 35 years. He first joined the media outfit when he was 28 and remained there until 2012 when he was 63. The singer's mother is Sharon Schneider, and he had three siblings with only two still alive.

Ben is a married man who tied the knot in early September 2014 to his wife, Sacha Schneider. Few months before the couple tied the knot at the cottage of the family on the shore of Lake Huron, the singer traveled to Japan with his then-fiancée to get the blessing of her grandmother who lived in Wakayama, in the Kansai rejoin of Japan. Sacha is of Japanese and American descent.

The two have maintained a very private life together since tying the knot. That said, born into a family that values family, it is believed that the singer is giving all into his marriage.

Things You Need To Know About Ben Schneider

1. Before other members joined his band, Lord Huron, he released some LPs, *Into The Sun* and *Mighty* as a solo project. The band has had other members through the years including Peter Mowry, Karl Kerfoot, Brett Farkas, Andres Echeverri, and Anne Williamson.
2. Lord Huron which is now based in Los Angeles has all its members including Ben Schneider as graduates from Okemos High School.
3. A graduate of U-M School of Art and Design, Ben once took his artwork serious enough to put up a show for his arts at the Creole Gallery in Lansing.

(Source: <https://heightline.com/ben-schneider-bio-personal-details/>)

Lord Huron Videos

Below is a link for the Lord Huron's YouTube page where you can view a variety of Lord Huron videos.

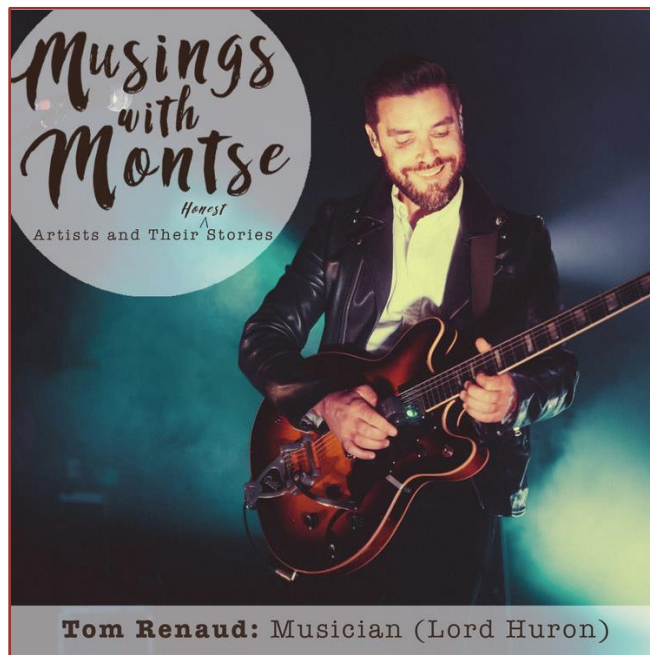
https://www.youtube.com/channel/UC48UiYdP4S_QuKZXSBcwawg

Social Media Links to Lord Huron

[Discogs](#) / [All Music](#) / [Spotify](#) / [NPR](#) / [Facebook](#) / [Instagram](#) / [Twitter](#) / [Pinterest](#)

For more information on Lord Huron, including song samples, visit lordhuron.com. Click on following link for the a [National Public Radio](#) review of Lord Huron.

Tom Renaud Interview with Montse Andr  e



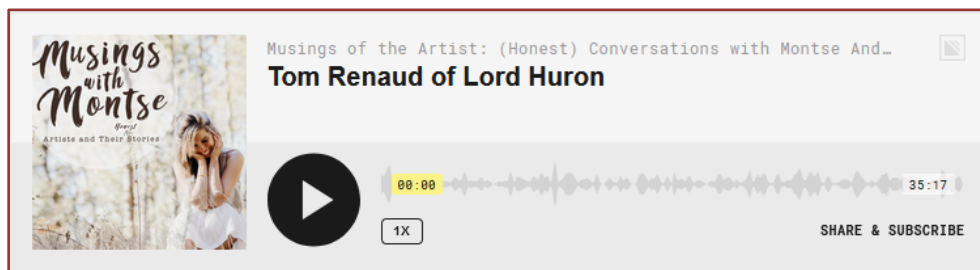
Episode 10: Tom Renaud of Lord Huron

January 14, 2019

Tom Renaud is a member of Lord Huron, based in Los Angeles, CA. He's also one of my dear friends!

In the episode, Tom tells us how Lord Huron came to be, about curating a taco with his band, and his love of food, cooking, and travel. He also speaks about the post-tour come down that inevitably happens as a touring musician, what he does to manage stress on the road, and the one thing that clears his head. Tom has been a good friend of mine for years and I can tell you he is one of the kindest people I know. While interviewing him for this podcast, I actually learned some new things about him! I'm excited for you to get to know him a bit.

Tom also shares his favorite podcast, album(s), place, and more!



This article on “Lord Huron and Ben Schneider” was compiled by Kerry J. Byrnes (Okemos High Class of '63).



Where Can You Catch Up with Lord Huron?

[Lord Huron 2020 Concert Schedule](#)

Should you attend a Lord Huron concert, perhaps you can catch up with, meet and greet, interview Ben, Mark, and Tom—and share the interview here on the Okemos Alumni Association web site!

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