

SOUNDS

The music conglomerates are desperate. They're seeing their cash cow, the CD, waste away under the threat of downloading. Soon only the *moo* will be left. What to do? One model for success is to bundle a band's CD and a DVD together, giving consumers more bang for their music buck.

Consider the strange case of **LOMA LYNDA**, a four-member sad-core art-rock band from Los Angeles. Led by guitarist/mastermind Jason Bognacki and dreamy singer Sarah Ellquist, Loma Lynda until recently had played only a handful of dates and didn't have a major-label contract. But Bognacki is a filmmaker, and the band customarily performs in front of a projected feature-length movie that Bognacki made and synced to their songs. In today's current up-in-the-air entertainment climate, the film-music synergy was enough to get them invited to the prestigious Sundance Film Festival, and to ignite a feeding frenzy among agents and

record companies.

First, the music. Ellquist lays down little-girl-lost vocals against wandering, trail-of-bread-crumbs rhythm lines courtesy of drummer Bone and bassist Dan White. The inevitable comparison is Radiohead, but Loma Lynda has a lot more in common with Icelandic space-grazers Sigur Rós. "Keep inside your head all the pain that never surfaced," Ellquist sings in "Wade Closer," sounding like she's trying to remind herself, not us. This is music for drifting off into a narcoleptic haze.

The film is something else again, a constantly morphing, seriously surreal tale that's equal parts David Lynch and Stan Brakhage. In it, Ellquist channels the hilarious

rock-bashing sermons of a fundamentalist Christian cult, is pursued by a serial killer, and generally gets put through the faux-narrative wringer. Bognacki edits and re-edits the film constantly, adding new footage from all manner of archival sources—downloaded, ironically, from the Internet.

In the future, all bands will make movies. For the time being, though, Loma Lynda is one step ahead of the game.—G.R.

