

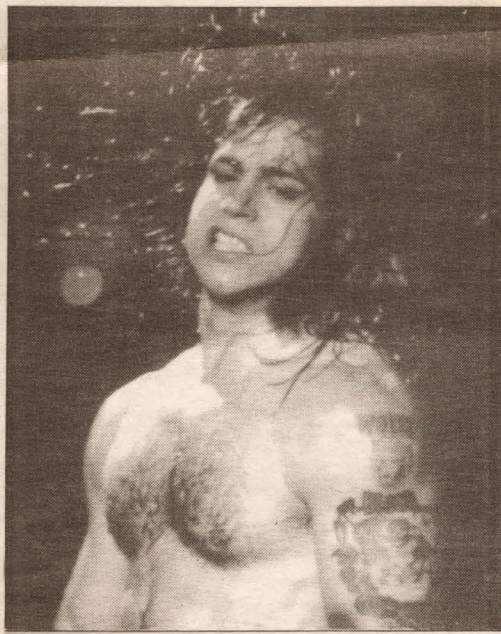
# FLORIDA TODAY

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## NIGHT MOVES

### Danzig's world



Def American

**Glenn Danzig says his band is hard to market because 'we won't sell out.'**

Glenn Danzig knows why his band is so hard to market. Once sold as a heavy metal band, Danzig is now being labeled alternative and "Can'tspeak," from its new album, "Danzig 4," is receiving play on alternative and rock radio.

"How do you market a revolution?" he said.

When it's pointed out that a way was found to market the current punk explosion, the former singer of the punk band the Misfits gets irate.

"That's not punk," he growled. "I was involved in punk. They found a way to market watered-down pop punk."

So why does he think Danzig is so hard to sell, despite the success it had in 1993 with the revamped version of "Mother," originally from the band's first album and redone for the live EP, "Thrall — Demonsweat Live?"

"Because we won't sell out," he said. "I've chosen my path in life, and I deal with whatever I get from going on that path. I knew I was going to get a lot of (grief), but that's OK. The other people are going to take the pop route and they'll make all the money. That's not me. I don't want to be that."

Aboard the band's comfortable tour bus, the "Master of Darkness" curled up on a couch, wearing his customary black.

The songs on the band's latest album, "Danzig 4," combine blues and metal with Danzig's sometimes crooningly seductive, sometimes violently roaring voice. All are rooted in his frustration with society.

In a lot of his material, including current songs such as "Dominion," Danzig plays the role of tempter, offering an outstretched hand to his listeners.

His music is covertly sexual, often tinged with sadomasochistic overtones. He says he tries to address a female audience, urging them to be "in touch with their sexuality."

A man outside the venue carrying a crucifix in silent protest is typical of the reaction Danzig tends to receive. He's also had fans beg him to kill them.

"I think it's funny," he said.

Associated Press

ON STAGE