

ARTS

VIDEO STRIKES VINTAGE VIBE



FATEEMA SAYANI IN THE CLUBS

Scratchy film, a tavern setting, and sepia tones—all the symbols add up to a vintage vibe. That's the look John Allaire wanted for his new video for the song Bourbon, a track from his third solo CD, Ghosts of the Royal Motel, which was released last year.

Allaire is somewhat vintage himself, having toured the country with The Town Cryers back in the 1980s. He parleys years of rocking and doing the troubadour thing in his voice, which is countryish and raspy.

Everything in the video says "old," including the delightfully crusty sentiment that opens the track: "I hate this town," he utters to the camera.

And for the rest of the four-minute tale, Allaire works through his love-hate relationship with small-town life. A few pub hussies milling around the St. Eugene, Ont., tavern, where part of the video was shot, ease the ache.

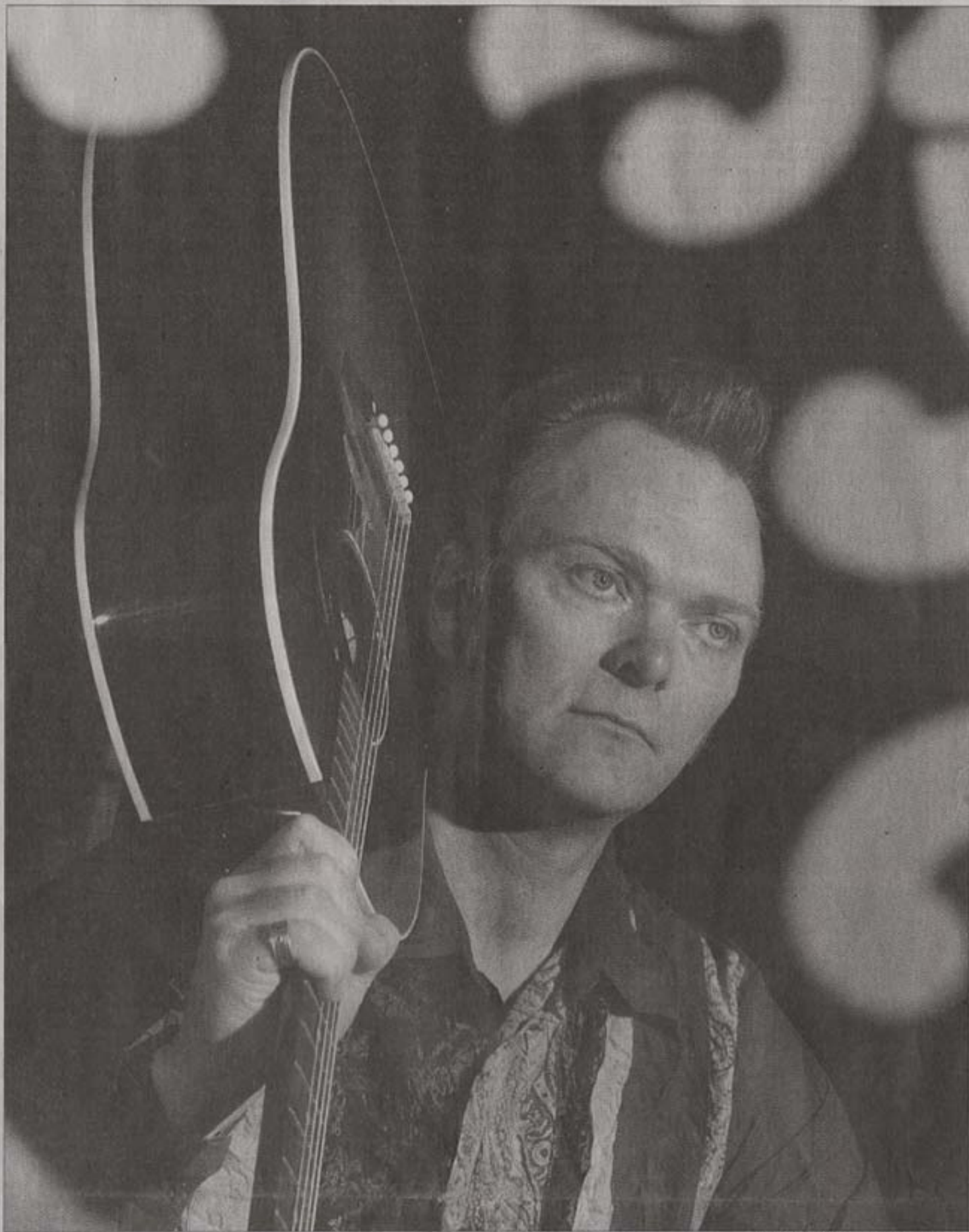
Outdoor scenes are meant to look like the 1890s, and the cast and crew of 30 filmed those portions at Upper Canada Village in Morrisburg with costumes sourced from Orpheus Theatre.

A third setting shows Allaire in the present day at his live show, toggling to the future for a "plus ça change"/you can't leave your roots theme.

"Go back 100 years and you will find people who wanted a bigger and better life. That's how cities were made; people came together in one place," says Allaire, a father of two and a long-time city dweller. "We were hoping to show that people's emotions about where they live and where they grow up are as relevant as they were 100 years ago."

Allaire, who works in communications and is an occasional Sens commentator on CBC radio and TV, last produced a video with The Cryers. That video, for the song Never Been Hurt Before, won a CBC telefest contest in 1989 and saw steady play on the network's video hits show, as well as on MuchMusic. (Represented at the time by Ottawa's Shake Records, The Town Cryers were the tour support for The Hoodoo Gurus back in the day).

These days, most bands skip the networks in favour of YouTube as a way of getting songs out to music fans, but Allaire's got the traditional route covered too. Country Music Television is committed to airing the video. See it tonight in the club. Af-



BRUNO SCHLUMBERGER, THE OTTAWA CITIZEN

John Allaire screens his Bourbon video and a slide show before taking the stage solo at the Rainbow Bistro tonight.

ter the opening set, Allaire will screen the video and a slide show, before taking the stage solo.

He gradually adds band members to the stage and will close the evening with his full backing band, The Campistas. John Allaire's video release party takes place at 9 tonight at the Rainbow Bistro, 76 Murray St., with Kaya Fraser. \$5.

OTTAWA (CITIZEN) — The Ottawa Citizen's first video release party is set for Thursday night at the Rainbow Bistro. The event will feature a screening of John Allaire's new video Bourbon, followed by a live performance by Allaire and his band, The Campistas.

...The band is writing a new album that will be released in the next few weeks. Allaire is also working on a new solo album, which is expected to be released in the next few months.

...The event is part of a series of video release parties organized by the Ottawa Citizen. The next event will be held on Thursday, March 20, at the Rainbow Bistro, featuring a screening of a new video by the band The Campistas.

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