



## Rob Georg – Beast Made of Steel

### A punchy country-inspired song with a contemporary feel.

German artist Rob Georg has always been following his dreams, and his music is a heartfelt, personal and unique take on Americana. From country to folk, and pretty much anything in between, Rob managed to build a very memorable sound, with songs that are not just fun to listen to. They are actual stories, with so much meaning and so much passion!

Rob is all about channeling the timeless charm of artists like Kenny Rogers, Willie Nelson, Alan Jackson, or Dave Dudley, among other influences. However, his songs have a genuine sense of self-identity, depicting his personality and passion for great music.

One of his most exciting recent productions is actually a track named “Beast Made of Steel.” Rob co-wrote this song with Skot Bradley, and Kristin K. Smith, who is also the producer. The song’s title is a reference to trucks, and the tune is indeed about the lifestyle of truckers! These people are a bit like modern-day adventurers. They have a job that keeps them on the road, traveling through the endless highways and open spaces of the world. They often get to experience a life that very few people get to see, and for some, the lifestyle of a trucker is pure passion.

“Beast Made of Steel” kicks off with a really memorable country melody, with some energetic drumming, some beautiful guitar tones, and some great phrasing that’s easy to remember. In addition to that, Rob’s vocals are warm and engaging, as he kicks off the song with somewhat of a baritone twist, adding so much depth to the music. The sound has a very immediate feel, which allows the listeners to immediately connect with the song.

The song’s film clip actually has a very interesting genesis. Rob Georg collected video material from truckers all around the world. Each trucker sent some cool shots, giving people a glimpse into their on-the-road lifestyle! The video’s theme is deeply intertwined with the song’s lyrical content. Combining his keen eye for great video content and his musical storytelling, Rob Georg took the opportunity to celebrate the lifestyle of these amazing people, as well as sharing his passion for adventure, and on-the-road tales!

The song talks about how truckers have to make a lot of sacrifices in their lives. As they ride in their “Beast Made of Steel,” they miss their homes, they listen to endless hours of radio talk shows, and they work hard to make ends meet from their life behind the wheel.

The melodies of the track are actually bittersweet: there is joy in the song, and it is a perfect example of the ups and downs of a life and career as a trucker. On one hand, some people get so much from this way of life, even though they certainly need to put up with many sacrifices. To some, it is really worth the effort!

The incredibly focused dynamics that fuel this release aren’t just a great technical accomplishment when it comes to analyzing this song on a standpoint of sound production. They really also allow for more vibrancy and emotion to creep in, leading to a powerful, direct and defined emotional response with a really unique feel. With such an emotional topic, that speaks so wholeheartedly about the life of so many people, connecting with the audience is a must, and this song achieves this perfectly!

Musically, I love the soaring lead guitar tones and the nice lap steel patterns in the beginning, bringing a timeless country feel to this track!

Besides the amazing quality of the production, the first thing that you might notice is certainly the personable songwriting style. Rob is all about channeling his views and feelings, making for a direct and forward-thinking sonic approach. What really strikes me the most about this release is the unique creative approach, particularly when it comes to its production aesthetics. This song is a really good example of how artists can successfully merge timeless elements and old-school influences, with a sound that feels modern and clear. It’s amazing to hear some distinctive classic tones, combined with modern influences bringing in a unique touch.

Find out more about the talented Rob Georg, and check out “Beast Made of Steel,” which is currently available on the web:

iTunes: <http://itunes.apple.com/album/id1476141514?ls=1&app=itunes>  
 Spotify: <https://open.spotify.com/track/0o5p2jll4tb7PH54eFcf4x>  
 Youtube: <https://youtu.be/1hlw22eiE38>

We also had the chance to ask Rob a few questions; keep reading for more!

#### **What was your inspiration with this song? What led you to write about trucks and truckers?**

My son-in-law Adrian was the inspiration for this song. He is a truck driver himself and we miss him at a lot of family events when he would just call and tell us that he is still on the road, not able to be with us. This made me think what if all truckers would stop working from one day to another. The result would be the collapse of our modern world.

#### **Do you have any favorite verse or lyrical line in this song?**

Yes, I have! I love all the lyrics, but I guess “like Jonah I’ve been swallowed whole” is my favorite line.

#### **What do you think makes this song stand out, on the musical / instrumental standpoint?**

My team in Nashville, which is Kristin K. Smith as my co-writer and producer and Skot Bradley as another co-writer and musical director at the instrument trackings and me wanted it to sound as traditional than it could get. With a nice drive and kind of living from the bass. I guess that is what makes it real special.

#### **How did you come up with the concept of having truckers sending you videos and how did the process happen?**

That idea was born when I drove from Denver to Seattle in May this year. I saw so many great rigs on that tour and thought about how I could make those hard-working women and men shine in my video. So I did put up posts on my social media accounts, explaining that I have a trucker song comin’ up and that I would love producing the video with original pictures from truckers around the world. I added some trucker hashtags and got flooded with pictures. Trucking Companies and Trucker Radio Shows heard about the call and did shoutouts, too.

#### **Any plans to perform live or tour?**

Yes, I’m actually in the middle of my gig season here in Europe at the moment, which started June 1<sup>st</sup> and will end October 31<sup>st</sup>. My bookings take me all over Europe at the moment, traveling different countries like Austria, Switzerland, Italy, Germany, and France, where I was honored to play out the International Championship of Cattedogs last month. The 2020 schedule fills up quick at the moment, with a lot of booking requests from Trucker Festivals and Rodeos all over the world.

#### **Where can fans find out more?**

I work hard on my website to have as much information on there as possible, updating it in every free minute that I have. So this might be the best find information on me: [www.rob-georg-music.com](http://www.rob-georg-music.com)

I am very proud of havin’ a strong bond with my fans, though I don’t like the word “fan” much, I’d rather call them supporters. Most communication with them takes place on my facebook page [www.facebook.com/robgeorgmusic](http://www.facebook.com/robgeorgmusic) and my Instagram account [www.instagram.com/rob.georg](http://www.instagram.com/rob.georg). On both accounts, I put up one post per day.

6 days ago

[Ask me anything](#)