

ENTERTAINMENT

'Whip It' remixed

Devo's latest gets conceptual with a little help from the tween set

PROFILE Devo is about to reintroduce their anthem "Whip It" to a generation of kids who associate the tune's signature opening guitar line with cleaning supplies that "Swift it! Swift it good!"

The kid-centric album "Devo 2.0," out Tuesday, is a CD/DVD combo release of the artsy post-punk outfit's "de-evolution" hits performed by a group of talented tweens. For Mark Mothersbaugh, Devo's founder and an accomplished composer responsible for nearly 50 theme songs (including Emmy-winning work on

the popular Nickelodeon cartoon "Rugrats" and the scores for Wes Anderson's films), the "Devo 2.0" concept brings the band — together in fits and starts since 1972 — back to their founding principles.

'The conceptualizers'

"In the early days of Devo, we never saw ourselves as stage performers — we wanted to be the conceptualizers," Mothersbaugh says from his West Hollywood, Calif., office at Mutato Muzika, the production company he founded and



continues to man with his fellow Devo band members when the group's not on tour. "We wanted to be the Andy Warhols and wanted to let others be the Velvet Undergrounds, the performers, those speaking our message.

Long before there was a Blue Man Group, we imagined Devo as three or four



KANE (DRUMS), Michael (bass), Nicole (lead vocals), Nathan (guitar) and Jackie (keys) are the tween version of Devo, whose founder is Mark Mothersbaugh, left.

groups touring at the same time. So when Disney called up and said, 'Hey, do you want to do something with kids,' we suggested the idea of the kids actually performing the songs," Mothersbaugh continues.

'An itching virus'

The original Devo lineup recorded the music behind the kids' vocals on the album, while the tweens will perform it all (vocals

and instrumentation) live on tour.

"We want 'Devo 2.0' to be an itching virus that spreads around," he says. "One that doesn't demand the limitations of five crabby older guys with day jobs to be a part of it, except to be the conceptualizers."

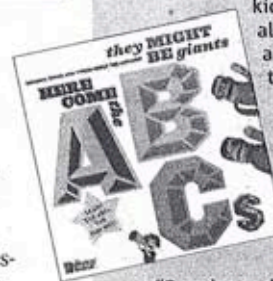


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HIP, KID-FRIENDLY ALBUMS

"Devo 2.0" features the band's first new material in 15 years. The songs "Cyclops" and "The Winner" both offer powerful messages of self-confidence to a young listening audience. "Kids are smarter, more receptive and more honest about their opinions," Mothersbaugh says. "They're less likely to be led around by current trash pop culture, so why not write our new songs for them?" Here are a few more hip,

kid-friendly albums that are out there:



- "Here Come the ABCs," They Might Be Giants
- "Parades and Panoramas: 25 Songs Collected by Carl Sandburg," Dan Zanes
- "For the Kids," Various Artists (including Tom Waits and Barenaked Ladies)
- "Music from the Series," Hi Hi Puffy AmiYumi" METRO/AR