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16 November 2016

EDEN a Project Turned Into a Man

My favorite music artist is without a doubt EDEN. Which is the alias the singer and songwriter, Jonathan Ng takes when he performs. Coming from Dublin, Ireland Jonathan Ng began his career as a producer of electronic music under the name Eden Project. Eventually, in 2015 he changed some of the sound of his music and began to go into the indie pop/rock style under a new name of simply EDEN. I believe that Jonathan Ng represents the millennial generation in his persona, style, genre, lyrics, sound, and presentation.

EDEN's persona very closely represents that of a majority of the millennial generation's mindset. He is a very liberal man who believes in equality for all and wishes to end conflicts with words instead of violence. This would for the most part make him lean more democratic for his stance on politics. For example at a concert of his that I attended on 29 September 2016 he took time from his show to tell all of the young adults in the crowd to go out and vote. He also mentioned that you should only vote for someone who is going to treat people equally. For that reason he said there was only one major party candidate to vote for. This shows that he wanted us to vote democratic because that where he is aligned since the republican nominee has been caught on many accounts making racist remarks. In a recent research by YouGov they have found that if only people aged 19 to 29 voted in this year's presidential election then "the country would turn blue" (YouGov). This means that if only millennial voters voted then the democratic nominee would have won by a landslide. According to the research the Democratic Party would

have taken over 59% of the votes while the Republican Party would have only gotten 25%. This proves that EDEN's persona and ideals align with a majority of the millennial generation, who are aged around 19 to 29. Having a majority of the millennial beliefs lets him easily represent the generation in the way he speaks and acts.

His style also represents that of the millennials. He wears very trendy outfits that you would see in many stores that are popular with millennials. Me being a millennial I have been into many popular stores of my generation and have seen outfits at retailers such Urban Outfitters, American Eagle, and PacSun that EDEN has been photographed in for album covers and at concerts. His hair is also in a style that many people in that generation find good looking. Having the same general style as the Millennial's makes him more relatable to his audience and lets him represent us in not only his music but also his style of clothing and hair style.

His genre is a new thing all together. He pulls from so many different popular genres and sounds that an exact genre is hard to place on his music. For example one of his most popular songs is a cover of Michael Jackson's song "Billie Jean". His version of the song features his vocals and many of the classic pop songs sounds, but he adds a very apparent electronic dance sound to it. He also slows down the delivery of the lyrics giving it a more R&B feeling to it compared to the original. So to put a for sure genre on the song would be very challenging since it's a blend of so many popular genres within the millennial generation. While some songs of his you could give a general genre or small mix of genres, he constantly changes the style for each song even if they are on the same album. A great example is on his current album I think you think too much of me. Arguably his two biggest songs on the album are "sex" and "XO" are both very different songs with vastly different tones and genres. The song "sex" is an upbeat indie

pop/rock song with many real instruments and almost no techno sounds. However, “XO” is a much slower song I would call alternative mixed with electronic music. Both of these songs feature genres that are very popular with the millennial generation giving him an almost absolute reach over all types of millennial music taste. He also changes and adapts his songs to change to the ever changing taste in music of the millennial generation. Proof of this is in how when he first began his career he did strictly electronic music because that is what was popular at the time. Nonetheless, when the people’s taste began to go to more indie pop/rock he changed his sound and persona to what is now EDEN. Showing that he represents most if not all millennial’s favorite genres even as they change through time.

On top of the genres hitting all the right marks to represent the millennial generation, his lyrics really speak of the current mindset of our generation. The way his lyrics speak a lot about sexual freedom and the reluctance of monogamy, but at the same time he can’t help but get feelings for the girls he hangs out with. For example in “sex” the chorus says “Oh no, I think I'm catching feelings and I don't know, if this is empathy I feel. Just hold on, remember why you said this was the last time” (“sex”). This shows the struggle of many millennials with their reluctance to commit to one person. I believe that this parts from their previous generations divorce rate and that many of them were affected by it. However, many millennials do end up falling in love at one point even if they went into the relationship just wanting to have sex. They may have ended up generating feelings for the other person just as EDEN says in the lyrics of many of his songs. Another popular trope that he sings about is that of being afraid to live because he is unsure of what is to come next in life. His most popular example of this is “rock + roll”. In the song he sings “Cause it's all we've got. What are we breathin' for if we ain't living? And I don't want your love. I just wanna feel like I'm still livin'. And if there is no god. I know

the day I die I lived through heaven. And that I gave it hell. And if it hurt, oh well. At least that's living" ("rock + roll"). This verse says that we can't be scared of living and that we have to make the most out of our life. It also references the idea that there may be no god so that you should make this life like heaven. The idea that there may not be a god is very popular with the millennial generation, which helps the lyrics speak specifically to them and for many of them. In the end the song speaks for the Millennials by being about not being scared of what might happen and live how you want to live, because all of them are just coming into adulthood and still probably just trying to figure everything out for themselves. This represents how EDEN speaks as a very common example of people from the millennial generation.

Another key element to EDEN representing the Millennials is the sound of his music. The different sounds from his different songs can give his audience something to listen to at any time. "Fumes" in example is a very upbeat song with a catchy chorus and rap verses. This song is great for happy moments and parties. In fact a few months ago I was at a house party that played this song and everybody there who all happened to be Millennials knew the words and sang along while having a great time. On the other end of the spectrum EDEN's music can be mellow and emotional. Which is exactly how Millennials feel sometimes, they just like to listen to quiet and calm music to relax or reflect on life. For example I know that many of my friends only listen to what many people would consider sad or depressing songs. It seems to be a trend of Millennials to enjoy slower and sadder songs as compared to previous generations that seem to be known for their energy and upbeat sound. So in this sense EDEN wins over his audience in the upbeat sounding music and the slower more emotional songs. This again shows how EDEN represents and encompasses a majority of the Millennials taste in either fun party music, slow emotional music, or both.

As far as presentation goes EDEN excels in connecting to the millennial generation with his well-designed music videos and amazing live performances. In his music videos he uses actors that look like everyday people to make it more relatable to the viewer's life. For example in the "sex" music video it features two average looking actors who are having sex over and over. Throughout the video it shows them slowly begin to gain feelings for each other even though they try to repress it because it's not what they wanted when they started. This represents how many Millennials feel in their relationships because they don't want to just be with one person like their parents who ended badly were. However, sometimes no matter how hard one tries they will end up developing real feelings for the person they are having sex with. As far as EDEN's live performances go I can personally vouch for their awe inspiring spectacle and the audience that attends his events. When I went to his concert I saw that the crowd was almost if not all Millennial aged people all having the time of their lives. This shows that his concerts also speak to the audience he represents because everyone there was having an amazing time. He also brings all other parts of what makes him represent the millennial generation into his live performances.

EDEN is a very talented individual who not only makes amazing music, but makes music that sets a scene. He makes music that represents an entire generation of people who are around his age and just becoming adults and trying to figure life out. He speaks to the entirety of the Millennials through all facets of his music and performance. Bending and shaping his music to not just appease a small percentage of his audience, but making it so people who enjoy almost any genre can like him. To me his music represents the millennial lifestyle to perfection and because of that his music really speaks to me. That is why he will forever and always be one of if not my favorite singer and songwriter.

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