



CNBC
CNBC.com / Newswires
Review of Adam Zwig
Cast Iron Letters
5 / 30 / 07

**PENNING ‘CAST IRON LETTERS’
THAT STAND THE TEST OF TIME:
SINGER SONGWRITER ADAM ZWIG
KEEPS THE LEGACY OF FOLK-
ROCK ALIVE**

Adam Zwig may be a working psychotherapist when he’s not recording or touring the U.S. and Europe, but like most brilliant, socially conscious blues and folk singer-songwriters, he prefers to let his songs speak for themselves. The title of *Cast Iron Letters*, his forth release on Conscious Records, is a perfect metaphor for his creative metamorphosis since launching his solo career in 2002 after four years with popular commercial rock band Shapeshifter.

“Cast iron is something that’s solid and will stand the test of time, while letters are about communication,” says Zwig, the originator, songwriter, and lead guitarist for the group, which toured the country, produced an award winning video, released four albums on Pinch Hit Records and scored the national hit single “My Enemy.”

Cast Iron Letters, which mines deeply perennial human themes through laid back raw roots rock, continues the direction Zwig began heading with his earthy Dylan- and Neil Young-esque 2004 collection *Koan*. Previously, he released *Pictures Of A Gone America*, which blended folky lyrics with a genuine original sound he called “blue hop.” Zwig’s discography also includes a blues hip-hop party album called *Live and Unplugged*. All of his projects have been co-produced by veteran producer and engineer Jon Plum,

whose resume includes everyone from Pearl Jam and Alice In Chains to Melissa Etheridge and Blind Melon.

A national radio campaign promoting the optimistic, dreamlike single “Castaways” to adult contemporary and pop radio is currently underway—in addition to a college radio campaign for the whole disc. Seattle Musician calls it Zwig’s “masterpiece, a compelling combination of pedal steel guitar influenced country folk rock and the lyrical politics of love and social justice.” New York Folk adds that it’s “a beautiful, mellow pedal steel folk rock CD...Through his raw singing style and socially insightful lyrics, Zwig shows maturity and wisdom about the relationship between the individual and this crazy world we live in.”

In addition to his ongoing work as a psychotherapist, Zwig is currently completing a book on personal development titled “Power Source.” He believes that music and psychotherapy are different aspects of the same practice, and offers workshops that explore their relationship.