

Throwback: The White Stripes- Seven Nation Army

The White Stripes' "Seven Nation Army" easily became their signature song and pinpointed them as leaders of the garage rock revival movement. The bass-like riff Jack White created from a guitar modified by a pitch shift effect was a call to hear their fourth album *Elephant*. White's original intention to use the music for a James Bond movie was scrapped and reutilized for the tune that grew in its reach by the summer of 2003. "Seven Nation Army" scaled the charts and received enormous amounts of love from the critics. Fans were enthralled with the song and the album which most people agreed was their best work. The video for "Seven Nation Army" was just as infectious as the song itself with Jack and Meg White being featured in a neverending diamond-shaped kaleidoscope. The song won the Grammy for Best Rock Song and *Elephant* took home the award for Best Alternative Music Album. MTV bestowed the Best Editing Award on the Alex and Martin-directed video. The single quickly imbued itself upon pop culture with its presence being everywhere including huge worldwide sporting events, video games, television shows and political events. Since its release in 2003, "Seven Nation Army" has been categorized as one of the biggest songs of the 2010s on several lists. *Elephant* was reissued on limited edition red, white and black vinyl in 2013 to mark the 10th anniversary of the album. The White Stripes broke up in 2011 and since then Jack White has recorded as a solo artist and with Dead Weather and The Raconteurs.



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