

# Under the Surface

## **An immersive storytelling experience.**

It started with a strange series of concert promo posters that began popping up in random Scandinavian cities, beginning in September of this year. First documented sighting: Karlstad, Sweden. Then Stockholm. Next, Oslo and Bergen in Norway. What's so unusual about that, you may ask. Concert posters are so prevalent that we almost fail to notice them half of the time, right? Well, in the case of these posters, they were for a 2014 tour advertised in the middle of 2021. The venues were clever plays on local venue names but don't actually exist. And most bizarre? The artist. Nobody seems to have heard of him. **Who in the hell is Axel Lundén?**

A QR code on the poster leads to the website <http://www.axel-lunden.com>. At first glance, it looks like a normal enough musician's website. But dig a little deeper and you might just tumble down a rabbit hole.

**Under the Surface** (also known as Who in the Hell is Axel Lundén?) is a unique new unfiction project spearheaded by eveghost, known previously as vocalist and lyricist for the post-punk ensemble Christ vs. Warhol and formerly of the death rock band Scarlet's Remains. Unfiction is fiction that creates an alternate reality, purporting to be authentic and employing aspects of the real world in its narrative, often spooling out onto other platforms than that upon which it begins. Working with an international team of artists (Diletta Desantis, Kate Dorokhova, E.E. Luther, Sandra Holm, Fredrik Hermansen), voice actors (Archer Irwin Kranz) and musicians (Filip Hedlund, Mark Steiner), eveghost and their collaborators have built out the story world to be both aesthetically and aurally pleasing, crossing art forms for a truly trans-media experience. eveghost themselves wears multiple hats author, lyricist, web designer, songwriter, video editor, and graphic designer among them.

Using the medium of an indie folk artist's website, eveghost weaves a compelling tale about a man whose life has been rocked by a sequence of tragedies, culminating in the death of his late

husband two years prior. With his career and once-stellar reputation in shambles, disgraced indie rockstar Axel Lundén is stumbling along on the brink. As he approaches the second anniversary of his husband's tragic demise, he considers meeting a similar end.

Written and conceived during a vulnerable period in the author's life, **Under the Surface** dares to tackle difficult subjects including suicide, addiction, grief, and the way society treats celebrities in crisis. eveghost hopes that the story can both help those who are currently going through a dark period and educate those who have never had such experiences but would like to know how to help somebody who is. Because of the sensitivity of the subject, the website also includes a listing of mental health resources for the reader.

The project releases monthly installments in the form of chapters and content drops, although the chapters well exceed the bounds of your average e-fiction. The chapters are much more than mere text, with illustrations, videos, and music to enhance the experience. To date, there are seven chapters to enjoy, in addition to numerous supplementary materials including news articles, images, lyrics, and ephemera, which provide further insight into the story should the reader care to explore. With a nod to ARGs (alternate reality games) the occasional puzzle or hidden element invites fans to have a bit of fun, discover extra content and form new theories. Those who sign up for the mailing list may be surprised to receive correspondence directly from the characters themselves. Striving to be inclusive, **Under the Surface** is free to the public to promote mental health storytelling and funded primarily by backers on Patreon.

**The project's main hub is found at <http://www.axel-lunden.com>**

**For press inquiries contact eveghost at [press@axel-lunden.com](mailto:press@axel-lunden.com)**

**Brief trailer: <https://www.youtube.com/watch?v=IRoiEhbqk6k>**