

NEW *wave*

In this addition of New Wave magazine, we explore the music industry and how it goes hand in hand with politics and other trends. With interviews from up and coming artists, current artists and fashion promotions

NEW *wave*

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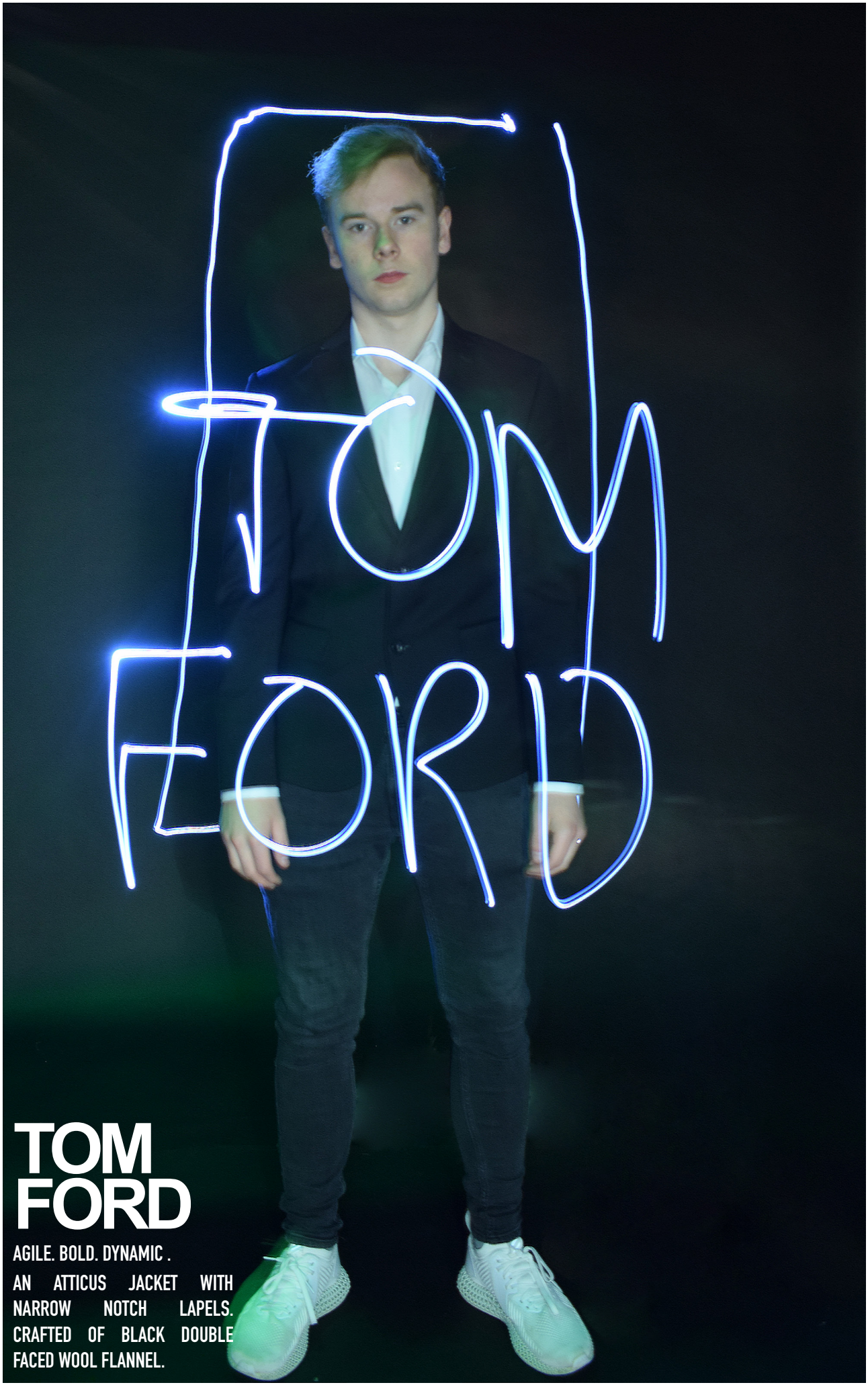
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[Figure 1] [Above: image from the 2019 Reading Festival main stage.]

What is Music; Who is Music?

Music is an art form, made up of a collection of cultural and ethical influences and is experienced through the medium of sound. It helps you feel heard through the underlying political motivation behind songs; allowing you to scream lyrics at the top of your lungs at concerts, enjoying the interaction between strangers with one common interest.

Diversity makes the music industry, it helps add new sounds and different people to the music scene. The music industry is made up from a huge range of genres which have changed throughout many years. At the moment, London is a huge focal point for music production. An industry-funded body called UK Music has carried out reports on diversity and equality in the music industry. UK Music was established in 2008 and is made up of many people from the industry such as artists, managers, producers, promoters, etc. In 2016 they carried out a survey to look at the ethnic and sex diversity and equality, and then in 2018 published a report on the findings. According to the 2018 report by UK Music, over 50% of the workforce is concentrated in London.

This would be because of the huge amount of talent that would be located in and around the city due to the high concentration of people living there. According to the same report, the industry for the whole of the UK was made up of 49.1% male, 49.1% female and the remaining 1.8% other. This shows that the workplace is equal with sex, however, in the same report, it shows that the industry is made up from a huge white population at 80.6% and other ethnic groups make up 17.8%, with 1.6% preferring not to say.

The Medium

Music has been around for hundreds of years, however the first time a sound was recorded was in 1857 on a device called the Phonautograph which was invented by a Parisian inventor called Édouard-Léon Scott de Martinville. This device could only be used to record sound, it wasn't until 1877 when inventor Thomas Edison invented the Phonograph which used a cylinder to play back music. Then in 1887, the Gramophone was invented which took the concept from the Phonograph cylinder and made discs instead which were easier to manufacture and distribute. These discs were also known as records and pressed from vinyl. People still continue to use records, however on much more up to date play back devices and sound systems. The next big advance in technology was the invention of electrical magnetic tape which allowed for digital recordings which were used in cassettes which could be portable which lead to products like the Sony Walkman. With the advances in digital recording, CDs were invented and this way of listening to music has been used since its development from late 1982. After this, in 2005, thanks to the internet, music streaming services like YouTube began. Today, the majority of people use streaming services such as Spotify or Apple Music which are paid services which allow the users to download or listen online. Using these services is so popular due to the ease; and it also allows users to listen to podcasts and radio shows as well as music. However, vinyl is making a comeback.



[Above: image from a record store in Soho, London.]

The Revival of Vinyl

Music is something that people enjoy as it gives them something to do and can make a strenuous task easier. The huge interest in the revival of vinyl gives a much different listening experience to the user, which increases the personal aspect of music. The process of having to lift up the lid, get the vinyl out of the sleeve, place it on the bed and lower the needle onto the record, hearing the crackle then finally the sound of the vinyl is regarded as the best way to listen to music. The experience is special due to the unboxing of the vinyl itself, as the sleeve would have artworks from the band or artist, it could have signed images or photos, it could have lyrics to the songs, making it much more enjoyable than just opening an app. Having a vinyl is special as it makes the user appreciate the music more as they



actually have it in their hands as a physical object, rather than an app. Also, from a design point of view, it is probably the closest way to get to what the artist wanted the user to experience as it allows them to put information such as lyric books inside the album which could have their influences and more personal notes about the songs.

For years streaming has been the most popular way to listen to music, which makes sense, it's easier and a lot cheeper, however recently, vinyl has been making a come back in the industry. According to Yamaha Music USA, the reasons that it's making a come back would be because of the 'ownership' that comes with a vinyl, the sense that it's yours. Another reason would be because of the fact that they're just cool; the millennial generation bringing back old styles, like manbuns, and making them relevent again which is what has happened with vinyl. However the main reason would be down to the much greater listening experience.

[Above: image from a record store in Soho, London.]

Due to the advances in technology and streaming services, people are now used to listening to their favourite album through headphones or out of a laptop speaker. However, with listening to a record, the sound would go through an amp and much better speakers, improving the sound quality and overall the whole listening experience.

Political Agenda

Music for some people is a way to communicate their views and influence change for the better. Music and politics have been interlinked for many decades. For example, back in the 1960's there was an immense peace movement which greatly influenced the music industry at the time, and gave way for people such as the Beatles, Bob Dylan and Jimi Hendrix, and others associated with the Woodstock era, which was a festival held for music and peace. The next decade brought a new political genre called Punk. Punk rock started in the mid 1970's in America but quickly moved to the UK where the idea behind the movement was to rebel and to do it yourself, making do with what you have as a way to express yourself, and gave way for bands such as the Sex Pistols and the Clash. From the late 1970's and going into the new decade, New Romanticism was born. It was a genre that was formed from the post punk scene and took fashion influences from the romantic poetry movement, with some of the most notable artists being Duran Duran and Spandau Ballet.

Today, music does not follow a particular genre, but can still be used to politicise views. A recent example was when Stormzy performed at the 2018 Brit Awards and used this opportunity to highlight the Grenfell disaster and the political issues surrounding it. Stormzy has continued to use political controversy in his music to help provoke change, using lyrics such as "Fuck the Government", "Fuck Boris". Performing at the 2019 Glastonbury festival, he was the first black British solo rap artist to headline and used the performance to highlight the inequalities in the justice system by wearing a stab proof jacket painted by the British artist Banksy. Currently being a very influential role model, especially to the younger generation, Stormzy is using his huge media following for change. An example of this would be the way he encouraged many young people to register to enable them to vote for the first time, perhaps leading the younger generation to take more of an interest in politics.



[Figure 2] [Above: image from the first Woodstock festival in 1969 used to celebrate peace and bring people together.]



[Figure 3] [Above: image of artist Stormzy performing at Glastonbury festival 2019.]


THE
FIRST
ON
MOON



OMEGA

On 16 July 1969, NASA's Apollo 11 Saturn V rocket launched from the Kennedy Space Center on Merritt Island, Florida. It was the culmination of a wildly ambitious dream: for man to land on the moon, walk on its surface, and return successfully to Earth. The journey of Neil Armstrong, Edwin "Buzz" Aldrin and Michael Collins transfixed the world.

Each astronaut was issued with an Omega Speedmaster, the chronograph now known as "The Moonwatch". The success of the Apollo 11 mission cemented the enduring relationship between Omega and NASA, one which continues to this day. Now, for the 50th anniversary of the historic lunar landing, we celebrate over half a century of pioneering space travel and chronographic excellence. This was a piece of art commissioned by Omega for this celebration and was designed by artist and graphic designer Ben Harbour.



[Figure 4] [Above: image of artist Loyle Carner.]

Who Even Is Loyle Carner?

Loyle Carner is an award-winning English hip hop artist from Croydon who has been making music since 2012. He has released two albums in that time and has featured in a lot of other artists' music such as Tom Misch and Barney Artist. Loyle previously studied at the BRIT School, however, dropped out in 2014 to focus on music due to the tragic and sudden death of his father. His first album, Yesterday's Gone, was released in 2017 and was ranked number 1 in The Independent's top 30 albums of 2017. From this, Loyle was nominated for multiple awards including the Brit's and NME. He won best British solo artist at the 2018 NME awards and was nominated for the British breakthrough act and British male solo artist at the 2018 Brit awards. His second album, Not Waving, But Drowning, was released in mid 2019 which peaked at number 3 in the UK album charts. Throughout his life, Loyle has suffered with ADHD and Dyslexia. Because of this, he opened a cooking school to help others like him, he has also helped people get into the music industry, working with Levi's and their music project to introduce new artists to the connections that they need to make it in the industry. Loyle is also working to help prevent climate change by working as an ambassador for Timberland and their Nature Needs Heroes campaign.

Yesterday's Gone

Loyle Carner's debut albumYesterday's Gone was released in the start of 2017 and opens with one of his best songs; 'Isle of Arran', a very emotional and moving story about a family in turmoil with the beautiful backing from a gospel choir. The album carries on his signature sound with songs like 'the Seamstress', a mellow track about living with alcohol problems, 'Mrs C' a track for a friend who's mum was suffering with cancer, and probably the most emotional song on the album; 'Son of Jean' about his personal life, his relationship with his brother and mum, containing a sombre backing from a sample of a piano from his late dad and concluding with a spoken word poem by his mum about his childhood. The album also contains more upbeat tracks with the likes 'NO CD' opening with a strong and unforgettable bass line and the amazing verses from both Loyle and Rebel Kleff showing their love for music.

Overall, the album is an emotional and heart wrenching experience, with brilliant lyrics and verses from Loyle and Rebel Kleff. It is a very memorable and award worthy album that has brought back the British hip hop scene to what it was and showing its American counterpart what hip hop means to us and what it can be.

[Figure 5] [Below: Cover of Loyle Carner's debut album Yesterday's Gone.]







[Figure 6 / 7] [Above: image of artist Loyle Carner performing at the House of Vans in 2019 and Not Waving, But Drouning vinyl.]

Not Waving, But Drowning

In 2019 Loyle Carner released he second album; Not Waving, But Drowning. The album included many collaborations from many different artists such as Tom Misch and Jordan Rakei; the collection of songs range from the lo-fi, dreamy British hip hop for 'Ottolenghi' to the summery up beat sounds of 'Angel' to the stunning vocals of Jorja Smith and the emotional lyrics in Loose ends.

The album has many different meanings for different people, however, for him it's a message to friends, family and loved ones, most prominently found in the first and last songs on the album. The songs are spoken word poems, one written by Loyle to his mum and the other by his mum to him; telling very emotional stories of finding a loved one, losing a loved one and moving on, almost a call back to a poem read by Jean, mum, at the end of 'Son of Jean' taken from his debut album, Yesterday's Gone, another very emotional song.

The album was released in April 2019 at the House of Vans in London, along with a collection of art work which were related to each song. The event allowed fans to meet Loyle and talk to him about the album and have him sign merchandise which he chose to do, as it makes him feel as if he is another audience member and experience the joy of getting up close with a famous artist. Overall the event was a complete success and was a very enjoyable evening for everybody involved.

Glastonbury

Hot off the release of his second album; Not Waving, But Drowning, Loyle Carner performed at the 2019 Glastonbury festival on the Other Stage where he performed songs from both albums alongside other artists that feature on the album, such as Rebel Kleff and Tom Misch. This was his second appearance at Glastonbury festival, the first being in 2015. Along with his other artists at the show, he took the 'fuck Boris' ethic in his stride, wearing a more family friendly tee with the words "I HATE BORIS" printed in bold on the front as opposed to Stormzy's approach to having thousands of crowd members chant 'fuck Boris' back at him in his performance of 'Vossi Bop'.

However, later on, in a BBC Three interview, Loyle gave the laughable quote: "fuck that guy, man." Later in his set, Loyle welcomed his friend Adam onto stage with his girlfriend. The moment ended with the couple getting engaged, the occasion previously arranged between him and Adam. This moment shows what Loyle's music is all about; family, friends and the love you have for them, making the show an even more memorable moment for him and his family.



[Figure 8] [Left: image of artist Loyle Carner performing at Glastonbury festival in 2019.]

Community

[Figure 9] [Below: image of artist Loyle Carner for Timberland's Nature Needs Heroes campaign in 2019.]



In 2019, Loyle Carner joined Timberland's Nature Needs Heros campaign which was set up to help fight for open green urban community spaces. He launched the campaign in October 2019 in Croydon in Thornton Heath and already the campaign has caused councils and the local community to change and bring in a new mindset to help preserve and renovate green spaces. The launch of the campaign will showcase local talent from local artists such as himself, food companies and presentations of what the space will become.

The Levi's Music Project is a global initiative for music education which has been set up to help young people get into the music industry and give young people connections to some of the worlds biggest artists. Loyle worked with Levi's in this project to help create an open access recording studio in Liverpool and mentored a group of young people in creating a name for themselves for the Liverpool Sound City Festival. Because of the work that he has done with the project, the studio is now a permanent safe place for the local community to go and create music and express themselves to others in a creative way.



[Figure 10] [Right: image of artist Loyle Carner for Levi's Music Project in 2019.]

Chilli con Carner

Loyle himself suffers from ADHD and he takes that in his stride, and to help others like him, he runs a cooking school dedicated for teenagers with ADHD. Chilli con Carner was set up in 2016 and has been running every year since. He set up the cooking school as, when he was growing up, he found comfort in cooking and used this to focus his high levels of creativity and energy, which was something that he wanted to share with others in the same situation.



[Figure 11] [Above: image of artist Loyle Carner at the cooking school he runs.]

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Nell Jones

Nell Jones is an 18-year-old, up and coming artist who wants to become a writer, producer and performer. She is currently attending the Academy of Contemporary Music (ACM) in Clapham where she is studying commercial song writing. There she learns about song writing, song craft, composing, music performance, history and business, giving her the skills to set her up in later life and giving her the connections to help her break through. She grew up in Reigate within a large musical family with three sisters which helped and influenced her music taste. At the age of 16, Nell was faced with the tough decision of choosing her A Levels and went on to study at Reigate College. It was there where she made decisions about her possible career options and pathways; and it was then that she decided to begin the process of a career in song writing.

To help her in her career, alongside college, Nell volunteers at a local radio station, Radio Redhill, where she presents a show called 'The Request Show' program which allows her to work with possible connections and gain a greater understanding about radio. Nell also volunteered at a music venue in Guildford called theBoileroom, which has also increased her industry knowledge.

Her endgame is to become a writer, producer and performer as she feels that it would give her the most creative freedom allowing her to express herself in the best way. Nell, in her own words, would want to follow this career, not as a way to make money, but as something that she loves to do as; "why would I do a boring job all my life, paying to get into gigs, when I can try and make a job out of it and experience that same feeling over and over but in a much more personal and powerful way".



[Above: image of up and coming artist Nell Jones.]



[Above: image of up and coming artist Nell Jones in vintage store Arika.]

Influences

For Nell, music has been a huge part of her life. She was originally pushed into music by her family who introduced her to the likes of Hendrix, Stevie Wonder and the Rolling Stones, which built up a base line for her knowledge to develop. She them became introduced to the mainstream music scene from listening to different car radio stations like Kiss and Capital; then when she started to find her own taste in music, she already had a wide range of sounds to help introduce her to music. A few years later after finding her taste, she has a very eclectic music taste. However, for Nell, the best type of music is music with meaningful lyrics and writing, which are relatable and because of this, she really likes artists such as Kate Tempest. For her the music is something that can affect her in very different ways depending on what the music is based on, and the nostalgia that can come with listening to it. Artists such as Loyle Carner and his debut album Yesterday's Gone, really resonates with her as when she was first introduced to the album, she had just started a relationship so when she hears the album, she remembers the happiness that came with that time in her life, while also reminding her of the sadness that came with the break up.

Inspirations

From the eclectic taste that Nell has, she can trace her main inspirations to making music to her family and a small collection of artists. Her family helped ingrain the importance of music into her head at a very young age by always playing music aloud through their house. Her mum grew up listening to artist such as the Rolling Stones and Fleetwood Mac, so Nell also grew up with them in the house. Then later on, her step-dad introduced her to other artists such as Gun's and Roses and Nirvana. When she reached 16 and was in control of her own music, Nell took inspiration from her friends on who to listen to and discovered artists such as Led Zeppelin, Amy Winehouse and Wu-tang Clan etc. Once she found her taste, she began to look at smaller artists with meaningful lyrics like Kate Tempest and Loyle Carner who are both rap artists who focus their writing to produce lyrics that are very meaningful and emotive and because of how powerful their use of words and poetry is for Nell, that was the main inspiration to make her venture into the idea of writing songs. However, her love of music is mainly for 90's hip hop like Wu-tang Clan. The vibe that you get from their music and the pump that they create is amazing, and the idea that she could make someone pump like that to something she's made excites her.





[Above: image of up and coming artist Nell Jones in record store Phonica, Soho.]

Live

Nell's first gig was at the X Factor live finals where she saw One Direction who, at that time, were one of the biggest boy bands in the world which helped encourage her love for music; then she went to Capital Radio's Summertime and Wintertime balls, where she saw the likes of Ed Sheeran, etc. which helped embed music in her heart. However, for her she prefers the smaller concerts as it makes it feel more personal and helps you connect to the artist's music better. The first gig she saw at a more intimate venue was the Dub Pistols, an English electronic hip hop group who formed in 1996, which was "like an acid trip". She has visited Festivals such as Field Day and End of The Road festival where she got to see her role models perform, both from the crowd and back stage. The most important event that she has been to was Field Day, not only as it introduced her to new artists she wasn't familiar with beforehand, it was important as she was back stage, she got to see the artists as someone she actually knew and not as a celebrity. She then understood and saw how much work and effort that has to go into making music which made her want to just go home and write or do something in music just so that she could experience that for herself.

In her own words "I haven't been to a lot of gigs, but the ones that I have been to and the people that I have seen and met from them, that's meant a lot."



[Above: image of up and coming artist Nell Jones.]



[Above: image of up and coming artist Nell Jones in record store Sister Ray, Soho.]

Politics

Nell believes that using music as a way to express yourself and your personal views is natural and healthy for people to do. It allows an artist to show their beliefs in a non-violent way which would also be a much more powerful way of conveying a message to an artist's listeners, as it would have more emotion behind it rather than just violence and causing harm. It also gives the younger generation an introduction into politics and would give them a background into understanding what's going on, as without having any knowledge at all and then suddenly being able to vote is a very daunting and unsettling experience, or more than it already is. However, when this is done to an extreme, which is what can happen with rap and other politically motivated genres, politicians flip the negatives back on to the genre. In Kendrick Lamar's song 'DNA' there's a sample from a news show where the host says the lines: *"This is why I say that Hip-Hop has done more damage to young African-Americans than racism in recent years"* which Nell does not believe, as it gives people a way to rebel and retaliate to hate in a non-violent way without hurting anyone.



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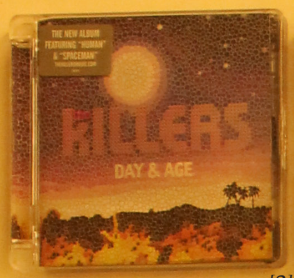
[1] Jungle, Jungle [2] Blured Lines, Massive Attack [3] Wanted On Voyage, George Ezra [4] Nirvana, Nirvana [5] Echoes (The Best of Pink Floyd), Pink Floyd [6] Now, Not Yet, Half Alive [7] The Now Now, Gorillaz [8] Greatest Hits, Eurythmics [9] A Head Full of Dreams, Coldplay [10] Moseley Shoals, Ocean Colour Scenes [11] Blue Monday Ep, New Order



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[1] How Did We Get Here?, Royal Blood [2] Demon Days, Gorillaz [3] Day and Night, The Killers [4] The Greatest Hits I, II &III, Queen [5] Let's Rock, The Black Keys [6] Dark Side of The Moon, Pink Floyd [7] Mothership, Led Zepplin [8] (What's The Story) Moring Glory?, Oasis [9] Paranoid Ep, Black Sabbath [10] The Very Best of The Stone Roses, The Stone Roses [11] Scream Above The Sounds, Stereophonics



[Above: Levi's 519's.] £95.00



[Above: Levi's Grapic Crew Sweatshirt.] £50.00



[Above: Levi's 501's.] £70.00



[Above: Levi's House Mark Shirt.] £55.00

Levi's

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