

WYNWAVES

THE MUSIC INDUSTRY FOR INDEPENDENT ARTISTS



LOCKED IN 4
THE WINTER
OUT
NOW

WHY IS
NETWORKING
SO
IMPORTANT?

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WITH MARANOVA
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MUSIC NEWS *JAN24*



ANNIE NIGHTINGALE DIES AGED 83

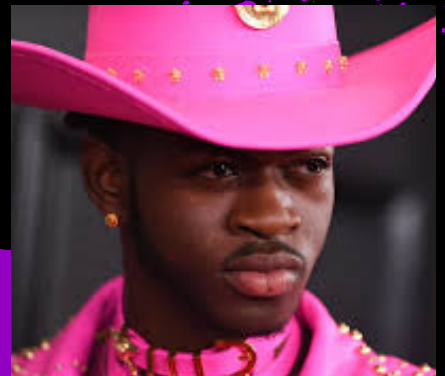
Annie Nightingale, Radio 1's first female and longest-standing DJ and "Inspiration to many", has passed away aged 83.



ELTON JOHN AN EGOT

Elton John became an EGOT after winning an Emmy award for his popular Disney+ Programm, Elton John: Farewell From Dodger Stadium.

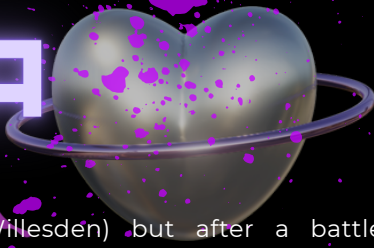
The singer has become only the 19th person to achieve this status.



RELEASING "J CHRIST"

Lil Nas X "Resurrects Himself" in latest music video for single "J.Christ". The artist's new EP follows after his debut album "Montero" in 2022. It is clear to see his creativity is blossoming once again with another very vivid campaign.

AN INTERVIEW WITH ORAKANA



Where are you located?

Originally, I'm from Northwest London (Willesden) but after a battle with homelessness I found my way to east London.

How did your musical journey begin?

I've always been into music, my earliest memory exploring it was in year 2 when I was 7, I went to the music club and picked up a violin (bow sold separately). After I started writing my own song shortly after for my primary school crush.

What has been your biggest inspiration as an artist?

My biggest inspiration musically has always been real life experiences. I love telling stories even the sad ones like in my song "someone new" I took a lot from a toxic relationship I was in. It's one of my most vulnerable songs and I got to show off more of my vocal ability that I don't usually get to show off when I rap.

Have you used any form of promotional materials to get your music heard? If so, what did you use and why? Was it successful?

I've been releasing music for 4 years now and I've learnt so much about the industry and how to promote music. I've tried a lot of methods like running ads and short form content to varying success. One thing I've learnt about promoting music is the importance of providing value. For my most successful song at this point (romance) I ran a giveaway for whoever streamed the most in 2 weeks and that showed me a lot. I've also made a big deal out of making short form content and it's been an interesting experience. Not all content works and it's easy to get discouraged but music is all about longevity and consistency so testing out different types of content has been a way to make things more fun.

What is your biggest achievement in your music career to date?

I've been lucky enough to perform overseas in Greece for 2 shows and it was so fun. In 2023 I got to do 6-7 shows and I couldn't be happier it's the most active I've been in my music career performance wise, and I cannot wait for my first show of the year on the 27th of Jan.

What are your goals for the future?

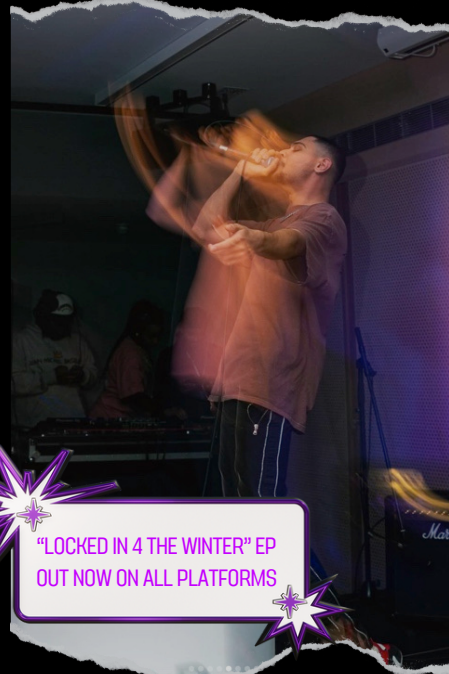
2024 already feels like a big year and I'm so excited for what it holds. This year I plan on releasing a live version of my new album (Locked In 4 The Winter) and depending on how that's received I would love to do a limited physical deluxe edition with the studio AND live version attached possibly even adding a couple songs that didn't make the cut. Other than that, I'm trying to work out how to get involved with sync I just think it would be really cool if my friend puts on some wrestling highlights on YouTube and a perfume ad plays with my voice in the back.

What is the best piece of advice you could give to an artist who's just starting out?

Understand why you're doing this and what exactly you want to do. It's okay if you only want to make music for the money but you also got to understand the ways to make money and the fact that you might not get any for years and being resilient enough to be okay with that. A lot of people see music as easy money not even realising studio time, travel, food, distribution alone can run you a day's worth of work. Other than that, to just always be open to learning. I'm an extremely independent person and I love learning about the industry and the ways to move around it so taking initiative is really important because it's harder than you think to find people that actually want to help you and isn't just social climbing.

Is there anything you would do differently in your music career if you could start over?

If I could've done anything different, I probably would've slowed myself down to make the quality of my early work better, but I also understand there's a reason why I sounded how I did and why I sound how I do now, it's all life and we all have to live it to get better.



"LOCKED IN 4 THE WINTER" EP
OUT NOW ON ALL PLATFORMS



NEXT SHOW 22ND FEB

AN INTERVIEW WITH MARANOVA



Where are you located?

I am an indie pop artist based in LA!

How did your musical journey begin?

I've been creating and singing in some way shape or form since a young age. After participating in musical theatre for many years, I moved out to LA two years ago from New Jersey to originally pursue acting, and eventually found an incredible and welcoming music scene out here that I couldn't get away from! I have been in it ever since and I don't think I'll ever want to get out!

What has been your biggest inspiration as an artist?

Artists who show themselves truly and genuinely both in their music and out, without thoughts of what others might think of them, have been my greatest inspirations. The ability to use music as both therapy and a weapon if needed is powerful. Artists like Miley Cyrus and Harry Styles have really broken the boundaries of an "industry artist" and I can't wait to build on that as I move forward through my career!

Have you used any form of promotional materials to get your music heard? If so, what did you use and why? Was it successful?

Yes! Despite also using it for professional purposes, I actually really enjoy social media and creating content, so that being a crucial part of my artistry is so exciting and I really enjoy finding new ways to share my music with the world! Recently, I had posted a TikTok about my songs and someone reached out to me and offered me a show at a venue I'd really been wanting to play in LA!! Crazy how something as small as a video can have such a huge impact!

What is your biggest achievement in your music career to date?

My greatest achievement was getting to play my music for almost 400 people at a show!! The experience of getting on stage and people you don't even know knowing the words to your songs is the greatest feeling in the world!

What are your goals for the future?

With this new year on the horizon, my greatest goal for this year is truly to grow. As an artist and as a person. I want my music to portray the deepest parts of me. It's important to me that I am honest in my music and career. As far this year's goals, I want to play a festival and release my first EP/Album! Stay tuned!

What is the best piece of advice you could give to an artist who's just starting out?

Be true. What it means to be an artist is strictly defined by you, not anyone around you. It's easy to compare yourself to anyone else you see on a screen. But no one else is doing what you're doing in the way you're doing it. Protect your unique creativity beyond all else.

Is there anything you would do differently in your music career if you could start over?

I'm very happy with how far I've come in my career. Really the only thing I wish is that I had started earlier. The feeling my music career gives me and the privilege of watching it grow is something I wanna experience for lifetimes to come!!



"UPSIDE DOWN" EP OUT NOW ON
ALL PLATFORMS



NEXT SHOW AT VIPER ROOM
24TH FEB

AN INTERVIEW WITH KIERAN FENCE

Where are you located?

I live in East London, so far East that my home is already part of Essex.

How did your musical journey begin?

Before I was born, I was already absorbing music in my mother's womb. I was a passive member of drum circles and dance groups. My parents would still take me there when I was young, and I joined a music school at the age of three. I'd be exploring dance, singing, rhythm on percussion and some flute playing. This school has coined my musical upbringing for more than half of my life and it motivated me to make music my life and profession.

What has been your biggest inspiration as an artist?

The Seiler upright piano at my mum's house. It taught me to improvise, play freely and feel music. It represents the birthplace of many of my pieces.

Have you used any form of promotional materials to get your music heard? If so, what did you use and why? Was it successful?

I have been collaborating with many insanely talented visual artists who have helped me realise music video productions that I am incredibly proud of. These I have been using to develop the visual identity of the artist I am. I reckon they contributed to a professional impression on the social platforms, and I view them as a milestone that I can always point towards when introducing my art.

What is your biggest achievement in your music career to date?

Getting my voice featured on Netflix audio productions such as *The Sins of Our Mother* and *The Toxic Avenger*. I have been involved in the creative process of these soundtracks and provided cinematic vocal arrangements that can be heard there now.

What are your goals for the future?

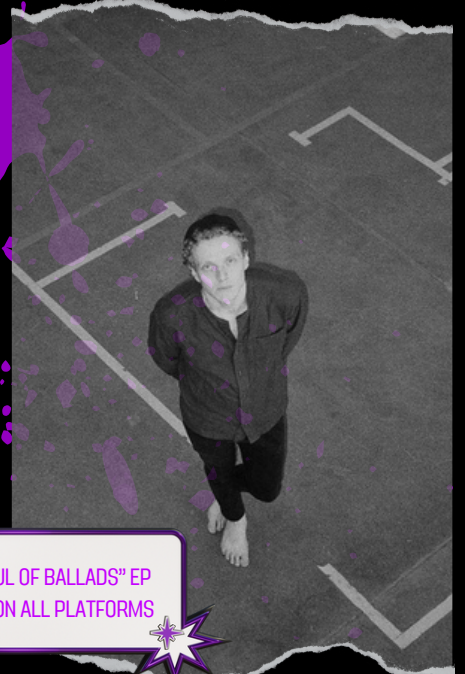
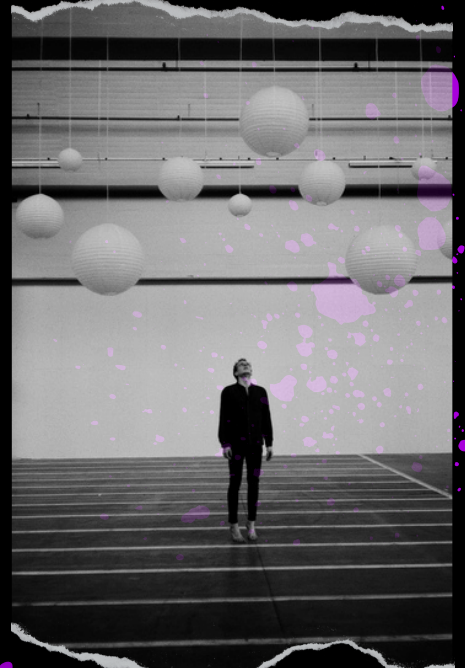
I want to live a life in which I'm able to equally balance my creative work (songwriting, production etc) with all the administrative background work I need to do to get my music heard. In a day and age where artists self-release, self-promote and self-manage I can often see the time for my creative focus work suffocating under the admin workload.

What is the best piece of advice you could give to an artist who's just starting out?

Find like-minded people and get involved in music projects as soon as you can. It might seem intimidating at first but once you're at it, you'll see doors opening, new ideas coming and so much learning happening.

Is there anything you would do differently in your music career if you could start over?

I would force myself to learn music theory sooner and get someone to show me proper playing/singing techniques. It's all fun and games exploring that by yourself, but I could have optimised and accelerated my growth process as a musician if I had picked that up sooner.



"A HANDFUL OF BALLADS" EP
OUT NOW ON ALL PLATFORMS

AN INTERVIEW WITH KEDDY SOWELS

Where are you located?

I'm mainly located in Manchester where I'm studying at university but I come up North now and then to visit home in Newcastle.

How did your musical journey begin?

My musical journey started when I was around 8. I heard my dad playing Wonderwall by Oasis, on the guitar, so I went to see him and asked him to teach me it. From that day on I haven't put the guitar down.

Have you used any form of promotional materials to get your music heard? If so, what did you use and why? Was it successful?

My biggest inspiration as an artist is probably other artists around me, especially the local ones of Manchester and Newcastle that I meet at open mic nights. Having a community of artists and creatives allows us to inspire each other, as well as push each other to achieve greater things. In addition, seeing people my age and/or people that write similar music to me, drives me to pursue music and shows me what I can achieve.

Have you used any form of promotional materials to get your music heard? If so, what did you use and why? Was it successful?

Promotional tools that I've used to push my music out to the world include social media platforms such as Instagram, TikTok, YouTube, Facebook, Snapchat, and Slaps. Using social media platforms to promote your music is a great idea as they're all free, but also, most people have used social media. Many people in the music industry who can help you further your music career like agencies, managers, promoters, venues, or other creatives will look at your social media content before offering you opportunities or deciding whether to help you make the most of it as a promotional tool! The most engaging social media platforms seem to be Instagram and TikTok at this moment in time and from my experience!

What is your biggest achievement in your music career to date?

My biggest achievement in the music industry to date is playing at Scoop Festival, which is a small local festival in the Durham area of the Northeast. At the time I was properly excited as I was 18, it was my first official 'festival', and my name was on these banners dotted around the Northeast. My family came and watched me which was nice and supportive too.

What are your goals for the future?

A few of my goals for the future include: releasing more and better music than last year, playing more gigs, meeting more artists/ bands, and making a full-time living off music. They're my goals from big to small. I used to care about being famous but that seems very rare and having that one, focus all the time can get you down when your music career moves at a patient, steady pace. If I become famous, great! If not, I don't mind I'm doing what makes me and others happy and can make a living off it even better! You just must be in the right place, at the right time, I guess.

What is the best piece of advice you could give to an artist who's just starting out? Would you do anything differently?

The best piece of advice that I would give to artists starting on their journey in the music industry is: Always be respectful, humble, and gracious for many reasons that are too many to explain but I'll slim down what I mean. You might be short-tempered with a sound person who may do sound for you in the future. They have the power to completely mess up your sound so be nice to them. For performers, I would recommend doing as many open mics/gigs as you can and taking 99.9% of opportunities that could further your career. At the start, you don't have the option to be picky. You will have to do unpaid gigs and other things to start with and because it's the music industry, that seems just to be part of the process. Overall, stay humble in your career because the music industry is so vulnerable and harsh at times.

There isn't anything I would do differently if I started my music career again as I believe most decisions I've made come from a place of authenticity, fairness, and reason.



LATEST TRACK "KNIVES AND
THIEVES" OUT NOW ON ALL
PLATFORMS

THE UNSIGNED WORLDWIDE



THE ART OF *NETWORKING*

Networking plays a crucial role in the success of unsigned artists. In an industry as competitive as the music business, building connections and relationships can open doors to countless opportunities.

Let's talk about some of the key benefits of networking:

Collaboration and Support

Networking allows artists to connect with other musicians, producers, and industry professionals. Collaboration can lead to exciting projects and the chance to learn from each other's experiences. Additionally, networking provides a support system of like-minded individuals who understand the challenges and triumphs of being an unsigned artist.

Exposure and Opportunities

Building a strong network can lead to increased exposure and new opportunities. Networking events, industry conferences, and showcases provide platforms for unsigned artists to showcase their talents and gain visibility. Through networking, artists may come across potential managers, agents, or record labels who can help them take their careers to the next level.

Knowledge and Insights

Networking allows artists to gain valuable knowledge and insights from industry professionals. Attending workshops, panel discussions, or even informal conversations with experienced musicians can provide a wealth of information about the music industry, trends, and best practices. This knowledge can help unsigned artists navigate the industry more effectively and make informed decisions about their careers.

Building a Fanbase

Networking is not just about connecting with industry professionals; it is also about connecting with fans. Engaging with fans through social media, live performances, and networking events can help unsigned artists build a loyal and dedicated fanbase. These fans can become advocates, spreading the word about the artist's music and helping to grow their audience.

GET INVOLVED

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VYNWAVES PLAYLIST



Submit your best music and get added to our playlist.

VYNWAVES COMMUNITY



Join our private community page and get networking!



FEATURES

Interested in becoming a feature in our magazine? Get in touch! We are always looking for new artists, producers, DJs, audio engineers, photo/videographers, and any other industry professionals, to tell their stories and share their knowledge and experiences.

FEAUTURE CREDITS

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KEDDY SOWELS

Instagram ~ [@keddysowelsmusic](https://www.instagram.com/keddysowelsmusic)

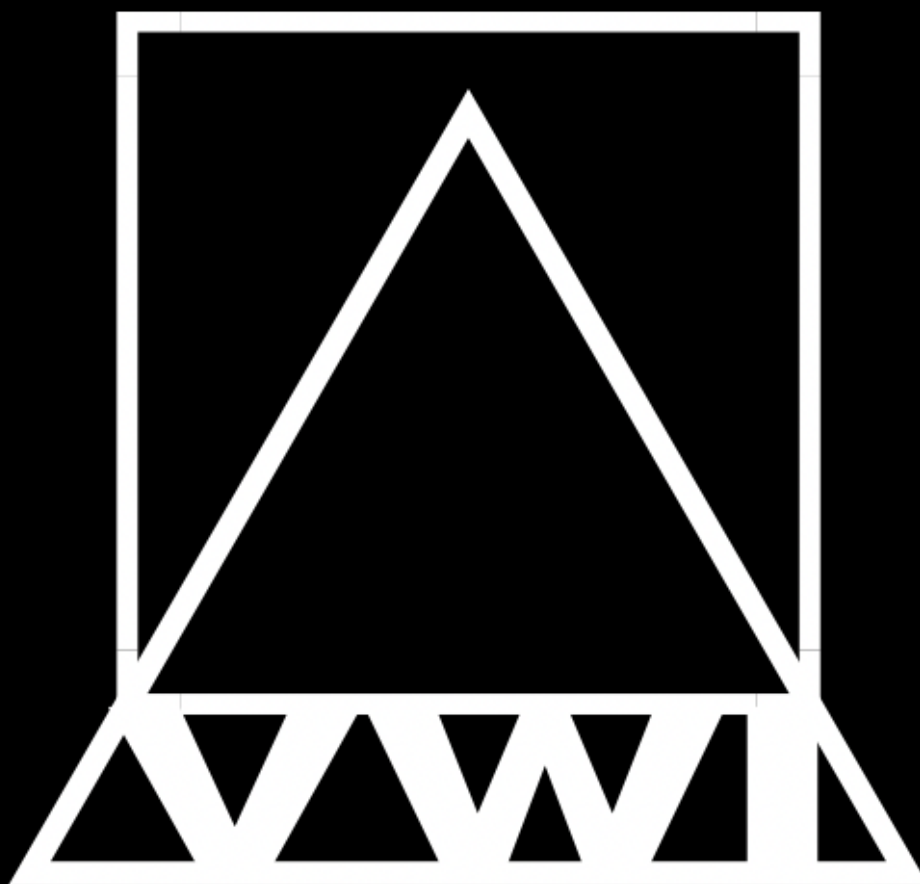
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GRATUITIES

Thank you to all artists who have participated in features with us! Creating a community is what we strive to achieve through this project!



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