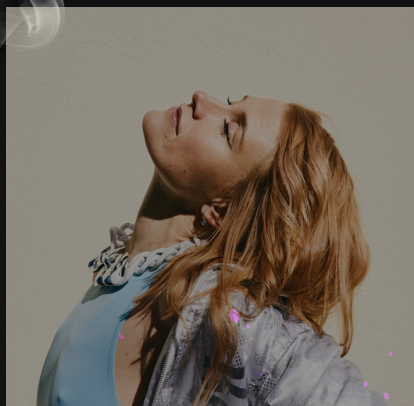


# VYNWAVES

THE INDEPENDENT MUSIC INDUSTRY



LESS  
DEPRESSION,  
MORE DANCING

OUT  
NOW

THE ART OF  
SOCIAL MEDIA

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WITH REDOLENT  
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17/03/2024  
VOL. 2



# MUSIC NEWS FEB 24



## RIHANNA & JAY-Z REACH BILLION VIEWS CLUB

Rihanna & Jay-Z's "Umbrella", reaches 1 billion views on Youtube. This officially makes the track a part of the billion views club.

## ALEX VAN HALEN SHARES LIFE WITH EDDY IN 'I WAS WITH HIM FROM DAY ONE'

Van Halen's new memoir, "Brothers", tells the real story behind the most iconic family partnerships in the rock and roll world.

After four years of silence, following his brothers passing in 2020, Alex is now revealing a first hand perspective of their six decades of music and what it was really like on the road.



## DAFT PUNK WAVE FIGURES REVEALED

Wax figures of sensational music duo, Daft Punk, at Madame Tussauds in New York.



# AN INTERVIEW WITH FREDRIKA REI

## Where are you located?

I'm located in Stockholm, Sweden! Born in Finland and raised in Belgium though.

## How did your musical journey begin?

I released my first self-produced single "100 Years Old" in 2022. But I've always been singing and performing, ever since I was a kid. I'm that girl. And I have been writing songs since I was 14. But then it took me a long time to start producing and releasing music on my own.

## What has been your biggest inspiration as an artist?

Having kids, I think. They inspire me to do the thing I want to do, which is music because I want to be an inspiration to them. Also, the pandemic made it painfully clear that we have no idea what's happening from one day to the next, so I was like ok what am I waiting for?

## 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 promote myself on social media by pitching to blogs magazines and radio and by doing live gigs. I once bought some YouTube ads to get more traction on a beautiful music video that was made for my song "MAGIC" but tbh I don't know how to use those ads properly and I don't think it made much of a difference for me as an artist, although the video did get more views than it would have otherwise.

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

My last three singles have achieved things that have made me very happy: "Sparkle Sparkle Little Star" got a placement on an editorial Spotify list (Finnish Indie Today), "The Human Experience" is currently being played on Finnish national radio, and "So It Goes" was selected as one of the best songs of 2023 by Swedish music blog Vakentimmar.

## What are your goals for the future?

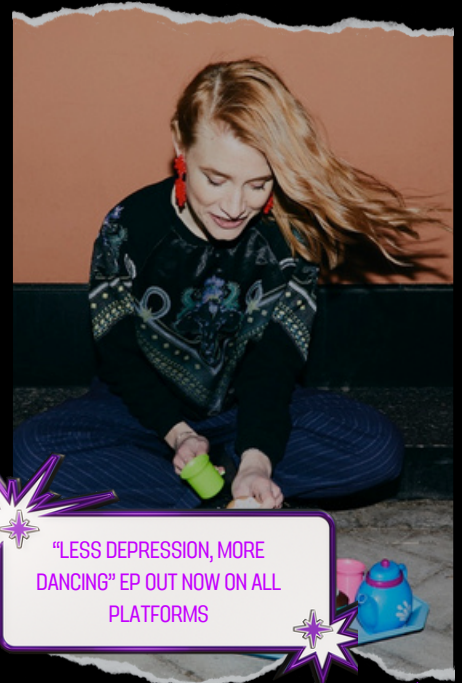
In music, to be an even better songwriter, producer, and artist.

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

I don't really like giving advice but one quote that helped me once was "Trust the timing of your life".

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

Uhm, yeah maybe I wouldn't work in law for ten years first. Hahaha.



"LESS DEPRESSION, MORE DANCING" EP OUT NOW ON ALL PLATFORMS



# AN INTERVIEW WITH REDOLENT

## Where are you located?

We're in Edinburgh, Scotland

## How did your musical journey begin?

My dad told me he used to sing "Weather with You" by Crowded House in my mum's belly when I was a foetus.

## What has been your biggest inspiration as an artist?

I like to write about things that have happened to me or things that I've heard people say. Social observations. People's interactions online and otherwise. I like reading people talking to each other on Reddit and Twitter before, but I struggle to go on Twitter now, really just because of the rebranding. It had such a great little blue bird and name and now it feels a bit ruined. "X". Rubbish. Anyway, musically if I had to pick one artist, it would be Aphex Twin. Changed the way I thought about music completely.

## 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 made this massive spreadsheet of all the college radio stations in America with contacts for each one. I spent like 7 hours a day for a week making it, I think it ended up with like 600 rows. We emailed them and messaged their Insta's and got like 3 plays that we know of which might be a shitty return, but I don't know maybe not, maybe all the small things add up. I hope.

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

Keeping it going for 12 years.

## What are your goals for the future?

To keep it going for 12 years. Then we will re-assess and prepare to tackle the next 12 years. But nah, seriously we have a lot of songs ready to release, with a tight release plan. Two albums. So, I'm hoping we can play some music festivals in the summer, after the first album, and then launch straight into the singles from the next one and build up some sort of audience of weird people that like our music.

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

Do your thing, don't try and do someone else's thing. And unless you're like Billy Eilish or something, people won't like it straight away but probably keep going for ages and grow from the pain of being shit until you're not shit. Or just do well immediately because you're super talented and enjoy it I don't know that's fine too. Don't do drugs.

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

There was a time when we were on a major label, one of the biggest labels in the world. And we had a WhatsApp group with them to talk about social media strategy and stuff. One day I was really tired, and it was lunch time and I opened my phone to search "wraps near me" into google, but the last app I'd been on was WhatsApp, on that group chat, so that opened and for some reason i typed in "wraps near me" and sent it as a message. I deleted it and no one said anything. So yeh I'd not do that, I think..



"JUST TRYING TO RELAX" SINGLE  
OUT NOW ON ALL PLATFORMS





# AN INTERVIEW WITH ZOO



## Where are you located?

I'm originally from New Zealand but I move around a bit. At the moment I'm based in Edinburgh, UK. Being immersed in this beautiful dark gothic city makes it a hugely inspirational place for my sound.

## How did your musical journey begin?

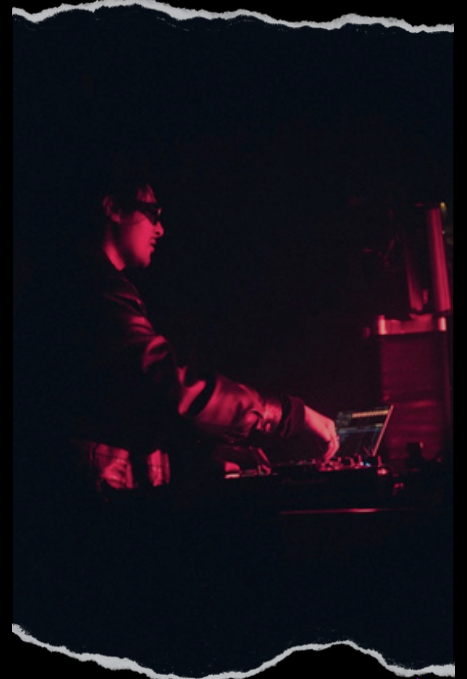
My musical journey really began with the gift of a 1st Generation iPod Shuffle. Because of this, I spent a lot of time organising and growing my music library when I was young. I synced my iPod with the hottest pop and dance music I could find on iTunes and across the web and always looked forward to sharing it with my friends the next day at school. We would trade new tunes we discovered. I also has lessons learning various instruments growing up but nothing stuck. Writing began a little later when I was in college. I was introduced to music production through a friend who told me all about it. We purchased a midi keyboard and started playing around. It was too much fun, I've never put it down since.

## What has been your biggest inspiration as an artist?

The lifestyle of an artist has always been a dream and music for me is only one form of artistic expression. The root of my particular electronic sound has been inspired by an obsession with cyber culture since a young age. Seeing the world change so much when I was young with new tech around made me excited about the world to come and I was curious about what it would look like - visually, and sonically. Now, looking back, growing up during a technology boom has created profound experiences of nostalgia so young.

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

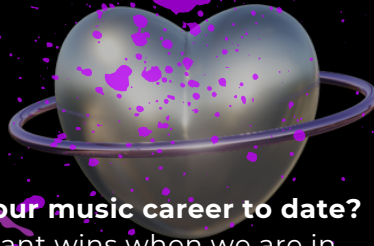
My focus with ZOO is to grow as organically as possible as I have no intention of rushing to be seen. I feel social media is a powerful tool today however is not a sustainable investment of time and energy without fundamental drivers. As an artist, my goal is to build a world around my art to express as authentically as possible through the music/visual package and contribute to and connect with the existing wave culture and communities. Since I started focusing on these two aspects, I have naturally seen good improvements in getting my music heard. A key platform for me is YouTube as the visual element is a vital part of the art too. Lastly, and most importantly, if you have access to industry events near you, making connections with people in real life has helped me attain real show and promotional opportunities and slots as there is still nothing more powerful than word of mouth!



LATEST SINGLE, "FALL" OUT  
NOW ON ALL PLATFORMS



# AN INTERVIEW WITH ZOO



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

It's easy to overlook the small but significant wins when we are in pursuit of the big goals. One of my first major achievements was when I was living in New Zealand entering remix competitions online to challenge myself, in particular, there was a local one in New Zealand through Red Bull Studios. In 2019, I won the best remix, judged by the artists themselves. I produced many genres early on over these comps and tried to find my sound. It was only when the pandemic came that I was reintroduced to the nostalgic sounds I grew up with, sparking a new era in my artistry. I consider the discovery of my authentic sonic self to be my biggest achievement to date.

## **What are your goals for the future?**

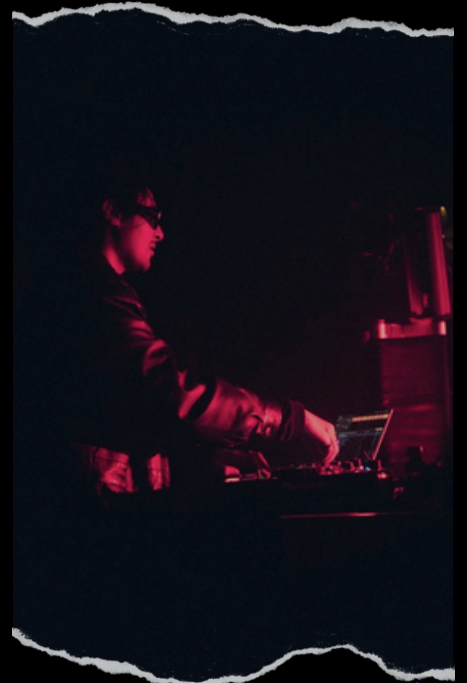
In 2024 I am planning on releasing a series of mini mixes to showcase loads of future material, establishing myself in the wave community, collaborating with more artists and bringing this potent sound to the live stage.

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

Remember to grow with others as much as you grow yourself.

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

It's always easier to see in hindsight but the one thing I would have changed wasn't in my power - I would have loved to discover music production earlier. There's more to distract from being an artist as you grow up so getting those crucial experimentation and learning years out the way earlier could have helped me express myself better sooner.





# THE UNSIGNED WORLDWIDE



## THE ART OF *SOCIAL MEDIA*

Social media has become an invaluable tool for unsigned artists, providing them with a platform to showcase their talent, reach a wider audience, and connect with industry professionals.

The importance of social media in the music industry cannot be underestimated, as it offers numerous benefits and opportunities for up-and-coming artists. First and foremost, social media allows unsigned artists to showcase their music to a global audience. Platforms like Instagram, YouTube, SoundCloud, and TikTok provide artists with the ability to share their music, videos, and live performances online, reaching listeners from all corners of the world. This exposure can lead to increased visibility, fan engagement, and ultimately, potential career opportunities.

Furthermore, social media offers a direct and personal way for artists to connect with their fans. Through platforms like Twitter, Facebook, and Instagram, artists can engage with their audience by sharing updates, and behind-the-scenes content, and interacting with their followers. This level of engagement not only helps to build a strong fan base but also fosters a sense of loyalty and connection between the artist and their supporters.

In addition to fan engagement, social media also provides a platform for unsigned artists to connect with industry professionals. Many record labels, managers, and promoters actively search for new talent on social media platforms. By consistently sharing their music and engaging with industry influencers, artists have the opportunity to catch the attention of key players in the music industry. This can potentially lead to collaborations, record deals, or performance opportunities that may have otherwise been inaccessible.

Social media also allows artists to maintain creative control over their image and brand. Unsigned artists have the freedom to curate their online presence, create their own visual identity, and communicate their artistic vision directly to their audience. This level of control is crucial for artists who want to maintain their authenticity and artistic integrity. In conclusion, social media plays a vital role in the success of unsigned artists. It provides a global platform for exposure, fosters direct fan engagement, facilitates connections with industry professionals, and allows artists to maintain creative control over their image.

# GET INVOLVED

[www.vynwavesindustry.com](http://www.vynwavesindustry.com) | [@vynwaves.industry](https://www.instagram.com/vynwaves.industry)

## 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

### FREDRIKA REI

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

### REDOLENT

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

### ZOO

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

## PUBLISHER CREDITS

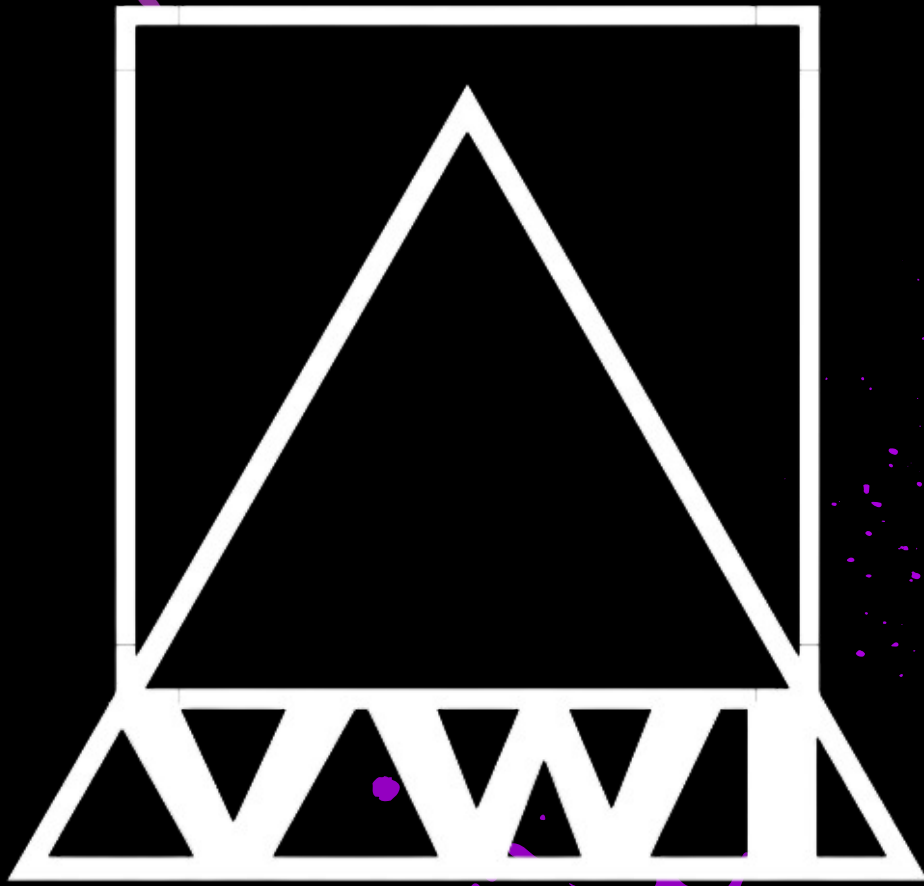
### LILLY SPHIRE

Instagram ~ [@lilly\\_sphere](https://www.instagram.com/lilly_sphere)

## 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!





[www.vynwavesindustry.com](http://www.vynwavesindustry.com)

@vynwaves.industry