

Chattin' up 'electronic music' with Plastikman

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THE BRUNSWICKAN

As of late, so-called "electronic music" has been receiving a lot of attention from the music industry and the music media. Videos from the Chemical Brothers, Underworld, and the Prodigy have been receiving heavy play on MuchMusic, and Much has also occasionally broadcast "R. U. Receiving," an electronic-only show. This music has been distanced from the ideas of "techno" and "dance music," commonly associated with things like Electric Circus, but perhaps only to sell it to a larger audience.

Recently, Andrew Rosenfeld conducted an interview with the co-founder of Canadian "electronic" label Plus8 Records, Richie Hawtin, known more commonly as the artist "Plastikman." They discussed a variety of topics, the main one being this recent flurry of industry attention.

A: Over the last four or five months there's been quite a big push in the media for "techno" or "electronic dance music" or just "electronic music," as they'd like to term it. Where do you think that's all coming from?

R: Like, we're just "post-punk" here in North America and we need some new big thing to sell copies and snare viewers?

R: You know, that is probably the main reason. It's kind of disappointing, but that's what it has to come to. If that's what it takes to get noticed, I guess it's ok. The last few years, no one really knew what to get into, so they flogged the grunge, and 70's rock music reshaped, and 60's rock music reshaped, to the kids, 18 and 19 year olds, 20 year olds, and that's been what they've been selling. But, it seems to slowly be dying. Record companies aren't selling what they used to.

A: So the whole music industry is falling apart?

R: Well, for the music they've been pushing. Like, 1996 was one of the one of the worst years in the record industry for sales. There were a lot of major artists in the alternative rock scene who didn't sell enough for the majors. They're definitely looking for the next big thing. If they had a choice, I don't think electronic music would be the next big thing for them, because they don't

understand it, but I think it's the only thing out there which they haven't tried. It'll be interesting to see if some of the smaller labels in North America who've been doing this get the recognition and sales that they deserve, or if it's just going to be the major labels hyping this electronic music and selling what they consider to be electronic to the masses.

A: Do you think that North America is really going to be receptive to all of this? It is quite different from the very rock-based stuff that we've had here for the last few years. Europe has always been way more receptive to electronic-y sounds. Do you think there's going to be a big problem with this?

R: Well, Europe has always been more open to all sorts of things. Yet there are so many people in America that even if only a small majority of them get it then it would be great. But, I can't see major labels making enough sales to keep them totally interested in it for the long term, not on a major scale. Hopefully, their push and all this media push will just prick some people's ears up. On the whole, I just hope that for every 20 people who say

this is a pile of shit, there's one person who will say "I've never heard this before, but it's amazing".

A: When I first started seeing all this stuff I started to get kind of offended. I guess that's just techno snob-ism or something.

R: Yeah, I was like that in the beginning, but people are just being assholes if they're trying to keep something from someone who may really enjoy it.

A: Yeah, I agree totally. Now I look at it like we might finally have something here in New Brunswick, perhaps. Especially here, where people can't get this from word of mouth or anything, a lot of it is just through MuchMusic itself. So, even if it's not my favourite stuff, it's introducing new sounds to people who would otherwise just not get this at all.

R: And you have to remember that if you play the average person one of my records or Derrick May's records or Rob Hood's records, they might be scared off before they even have a chance to like it. Whereas if they hear something hybrid-y like Underworld it softens the palate. I got into electronic

music by listening to stuff like Kraftwerk and New Order, I didn't jump in saying "I was into rock yesterday, but now I'm into this stuff called Basic Channel crazy minimal stuff! There's nothing going on, it's amazing, I totally understand it!" That didn't happen to any of us.

A: Okay, so basically we've established that there's not a real reason for this big push other than they're desperate for something else. It's not like the techno coming out now is anything really great or really revolutionary and it's just exploded and the scene has been just pushing for so long and it just hasn't gotten the coverage, and finally now?

R: A lot of it isn't pushing the same boundaries as it used to. But there is a wider base for it already, it's not as alien as it would have been 5 years ago.

A: With the media coverage of it, do you think it's just going to be a fad?

R: Well, see, that's the trouble with America. America is just

great for fucking mass marketing. They're just great at force-feeding us stuff, forcing it so much that some people who like it just get sick of it. They just go overboard with it, they just don't know when to quit sometimes. But, it's like rap. Rap was a really big fad when it first came out, and it got really commercialized. From under that, all these people came back and re-invented it, and started doing some abstract things. So, now you have a commercial end of it, and you have some really interesting people underneath making a living, having a good time and making some really cool, interesting music. So, that's probably what's going to happen with electronic music in North America.

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CHSR-FM TOP 30

Compiled by Andrew DeMerchant

- 1 thrush hermit
- 2 tricky
- 3 orange glass
- 4 the pouncers
- 5 rheostatics
- 6 v/a
- 7 v/a
- 8 knockout pill
- 9 dante's jarado
- 10 star 69
- 11 bill ding
- 12 sneaker pump
- 13 enigma
- 14 mcraekins
- 15 start teenage riot
- 16 jamiroquai
- 17 redman
- 18 karyn ellis
- 19 ruby
- 20 braincell
- 21 headcramp
- 22 n.o.t.a.
- 23 cj bollard
- 24 jern the damaja
- 25 marilyn's vitamins
- 26 granger
- 27 republica
- 28 jbz
- 29 way out west
- 30 jar.

- 1 rock n' roll detective
- 2 pre-millennium tension
- 3 interstellar interstellar
- 4 by surprise
- 5 the blue byrds
- 6 in defense of animals vol. 2
- 7 punk 6 years vol. 2
- 8 can i open the big present first?
- 9 damiers jardo
- 10 eating february
- 11 mark is god, but the up your camel
- 12 becoming
- 13 best friend
- 14 not your business ep
- 15 travelling without moving
- 16 muddy waters
- 17 telling stories
- 18 salt bear reunion (12" EP)
- 19 man of many theories
- 20 no more smiles
- 21 give 'em enough dope
- 22 sugar is sweeter 12"
- 23 wrath of the mass
- 24 in these shoes
- 25 underwater human
- 26 drop dead gorgeous 12" single
- 27 close grind
- 28 the gift (12" single)
- 29 harshandiscord

- | Artist | Title |
|---------------------------|-----------------------|
| 1 V/A | Back to the Basics |
| 2 Moe Koffman Quintet | Devil's Brew |
| 3 V/A | Strawberry Fields |
| 4 Madeleine Peyroux | Dreamland |
| 5 The Valentino Orchestra | My Foolish Heart |
| 6 David Sanchez | Street Scenes |
| 7 V/A | Give 'em Enough Dope |
| 8 Pat Metheny Group | Quartet |
| 9 Holly Cole | It Happened One Night |
| 10 Ginger Baker Trio | Falling Off the Roof |

JAZZ - Top 10

Compiled by Andre Theriault

- 1 Helmet
- 2 V/A
- 3 McRaekins
- 4 Thrush Hermit
- 5 Anafi Teenage Riot
- 6 Torn
- 7 Jbz
- 8 Okara
- 9 V/A
- 10 V/A
- 11 Deadguy
- 12 Napalm Death/Codex
- 13 Fluffy
- 14 V/A
- 15 Downcast

Loud - Top 15

- | Label | Title | Interscope |
|---------------|--|---------------|
| 1 Impulse | Punk O Rama Vol.2 | Epitaph |
| 2 Duke Street | Best Friends | Shredder |
| 3 Blue Note | Rock N' Roll Detective | Elektra |
| 4 Atlantic | Not Your Business EP | DHR |
| 5 Columbia | Solitude | Indie |
| 6 CBS Records | Aenians | Zoo |
| 7 Geffen | Memphis Like Years | Spectra Sonix |
| 8 Alert | Montal Komhat - More Komhat | TVT |
| 9 Atlantic | Beats and Bitches | Geffen |
| | Screened With The Deadguy Quintet | Victory |
| | In Tongues We Speak | Earache |
| | Blackeye | Virgin |
| | Violent World - A Tribute to the Misfits | Caroline |
| | Pocket Full of Fat Caps EP | Mercury |

BeatBox Top 10

Compiled by Steve Hodgson

- 1 Redman
- 2 Ghostface Killah
- 3 Jern The Damaja
- 4 Roots
- 5 V/A
- 6 Ras Kass
- 7 KRS One
- 8 Xzibit
- 9 Keith Murray
- 10 Ice Cube

RPM - Top 10

Compiled by M-K Whitney (DJ Ginger)

- | Label | Title | Mo Wax |
|-----------------|------------------------|--------------------|
| 1 Defjam | Endroducing | Island |
| 2 RazorSharp | Pre-Millennium Tension | Deconstruction |
| 3 Payday / FFRF | "The Gift" (12") | Clean Up |
| 4 DGC | "6 Underground" (12") | Novamut/BMG |
| 5 Priority | Close Grind | Quango/Island |
| 6 Priority | Cup of Tea | State of Mind/Noom |
| 7 Jive | Noomrise | Harthouse |
| 8 Jive | Med of Many Theories | Work/Sony/Creation |
| 9 Jive | Salt Peter Remixed | Internal |
| 10 Jive | The Analogue Theatre | |

Reflections & Plebiscite

UNB SU Executive
President, Vice-President (University Affairs), Vice-President (Finance & Administration), Vice-President (Student Services), President (Student Council)

UNB SU Council - Faculty Reps
Arts (4), Business (3), Computer Science (2), Education (3), Engineering (4), Forestry (2), Kinesiology (1), Law (1), Nursing (1), Science (3), Students-at-large (2)

UNB(F) Academic Senate
One year terms, one year re-term

UNB Board of Governors
One year term

Valedictorians
Ceremony A, Ceremony B, Ceremony C

UNB representatives on Boards of Directors
Student Union Beverage Services (1)
CHSR-FM Broadcasting (1)
Brunswickan Publishing (1)

The Football Question

"Do you wish to see a Varsity Football program supported and maintained at UNB through a \$10 annual student activity fee to be collected starting September 1997 until September 2007?"

PLEASE NOTE: There is a maximum expenditure of \$300 for both "Yes" and "No" sides of the Football Referendum. Each side shall provide the Chief Returning Officer with an accounting of all campaign expenses and revenues by Friday, Feb. 21 at 4:30pm

Plebiscite

What services of the Student Union do you use (check as many as necessary)?

How can the Student Union serve you better? (Write on back if necessary)

Does your Student Union serve your needs? Yes/No/Comment

BRUNSWICKAN Online

<http://www.unb.ca/web/bruns>