

Running tangent to this idea is open-source. A collective process of anyone who wishes to contribute and build their own experiences and ideologies into a project/culture. Soundcloud is the open-source mistress of music culture. An amalgamation of genera's and styles. Even breeding it's own sub-genera's (Soundcloud rap). It gives artists a place to expose their work to the world without having to work around corporate red tape. There is no record label dictating what the public will and won't like. Only the artist.



In my most humble of opinions I think the atmosphere currently surrounding the music industry has gone quite stale. The same old themes and motifs are being sung about. The same rhythms and beats are being sampled. To be frank it's boring, I want to be able to turn my radio on and actually hear something different for once. Not the top ten hits played on repeat five times a day. Unfortunately I think this argument can be applied to almost anything in mainstream media. And no I don't mean that in some hipster "I liked it before it was cool" sort of way. Forms of media which either don't follow the system or actively try to break the system are what interest me the most and to an extent, I believe, influence culture more so than mainstream media.

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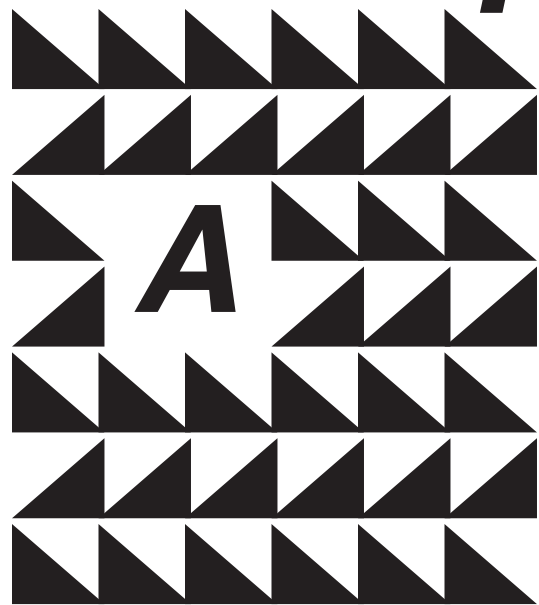


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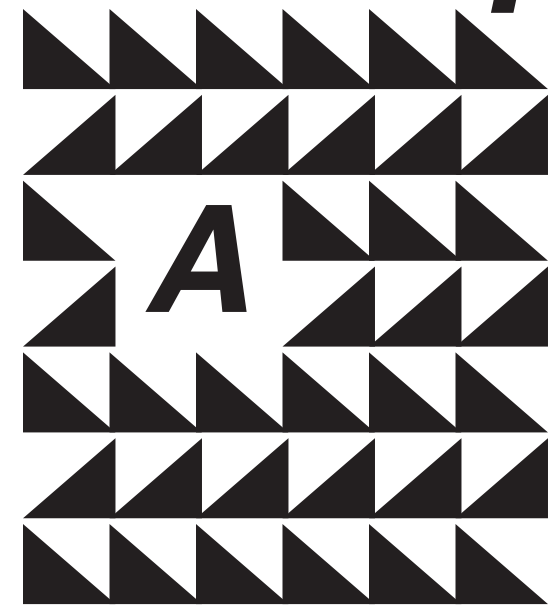


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