

CON VO

EDITION 1 WITH GUEST EDITOR ELIJAH

FRUKT

DON'T MODEL
YOUR CAREER
ON PEOPLE THAT
STARTED BEFORE
THE INTERNET

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1 INTRODUCTION WITH FRUKT

Welcome to our latest generation of editorial and thought leadership, The FRUKT CONVO.

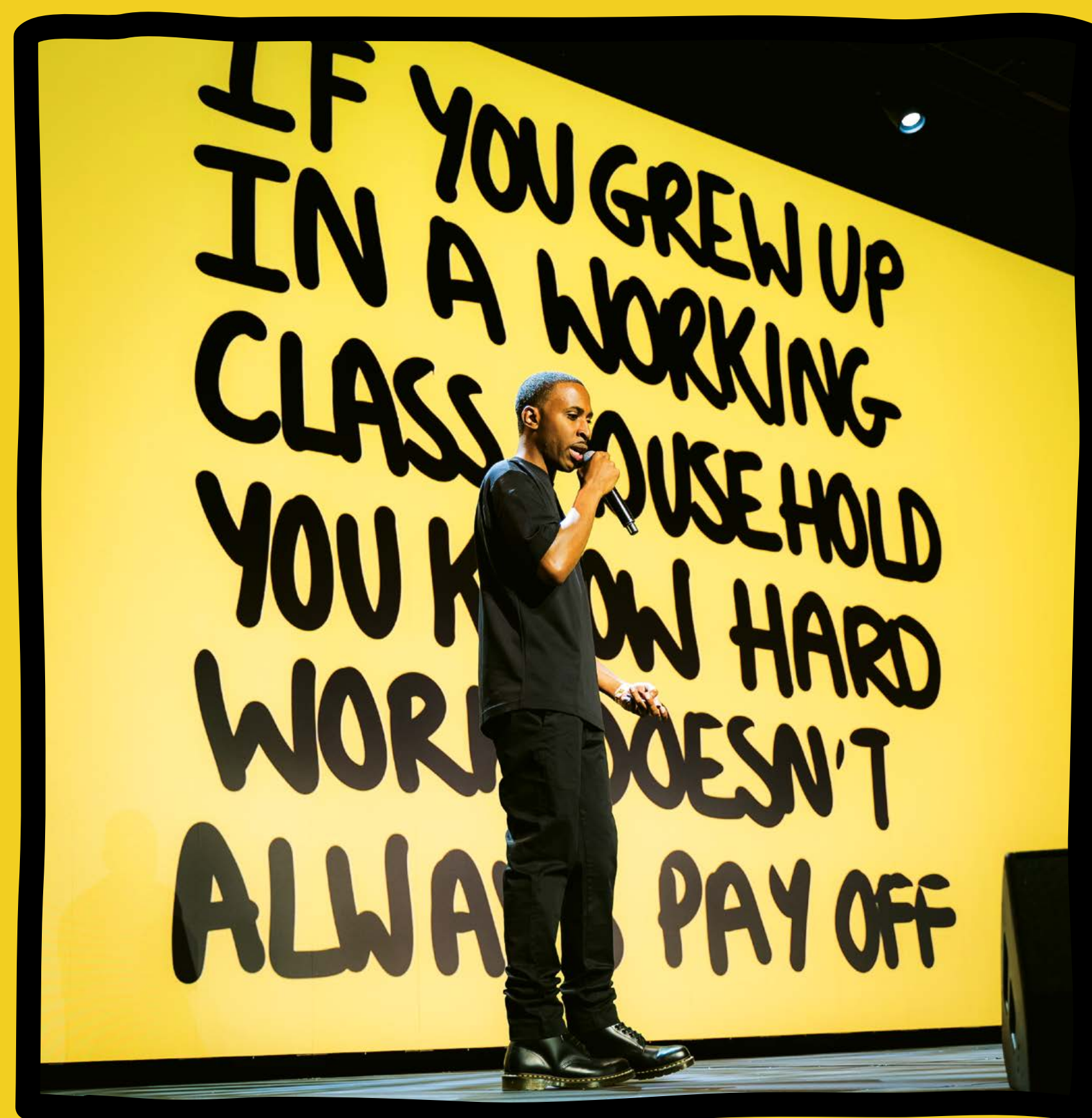
We've always wanted to make our own 'zine. We loved the idea because, firstly, they play into that much needed sense of community common to all forms of entertainment, no matter what your fandom. Secondly, they feel like a great canvas to accommodate the renewed sense of activism we find all around us today. Now bear with us on that one.

It's easy to find trend reports or marketing self-help across the Web; talking about different ways to harness or create culture to grow your brand and business. We agree, it's a great idea. But at FRUKT, we've always believed if you're going to harness culture, you need to give back to culture. However, much of what we see in the world is written firmly from a brand-centric point of view. Given the seemingly lopsided nature of this relationship, we wanted to try to help balance things out. To champion the perspective of the entertainment industry. To help give insight on how brands can truly support their adopted passions, as well as bolster their brand plans. We believe this idea of value exchange (above and beyond hard cash) needs to sit at the heart of how we work as an agency. To strive for

mutually beneficial, symbiotic, rather than parasitic, relationships. We also believe the results will be better all round. But to really talk authentically about the spaces we play in, the opportunities they present and challenges they face – we wanted to collaborate with those people who live it day in and day out.

It's from this perspective we're delighted to introduce our first collaborator and guest editor, Elijah, legendary Grime MC and co-founder of seminal imprint, Butterz. He's been on a mission for the last couple of years working as a consultant inspiring young artists and creatives across the world and he knows his stuff. In fact, you may well have already seen his trademark yellow squares taking over Instagram. In the first section of this report you'll read his thoughts on the state of the music industry – in particular artist partnerships - and our corresponding take on how brands can help not only fuel the industry and help support artists more meaningfully, but hopefully build better platforms and campaigns too. Then in the second half, we're going to load you up with a host of new music tips both to enjoy either at home, on the move or in a sweaty club basement.

At the end of the day, we're at least partly in this for the love, right? Enjoy!



2022 was a year a lot of us spent reconnecting with the places, people and artists we love after a rough two years. A year of reschedules, surprises and a reminder of our resilience through it all.

I've been writing daily notes on Instagram known as the 'Yellow Squares'. They provide an insight to my work behind the scenes as an artist manager and consultant, and help emerging artists think about sustainable creation in this new world. I've posted over 200 thoughts, ideas, and experiences, and the response has been amazing but has also given me a view into how the country is feeling. There's a lot of social media burn-out, anxiety and worry about how fast things are changing in the way we communicate, and how slow the business and our art forms are able to adapt to this.

You see this with artists big and small, retreating from socials, or giving honest views as to where their mental health is. They can no longer commit to what was seen before as 'normal' work in the music industry, with gruelling tours and constant press campaigns. Artists have told us when they can't afford to do something publicly,

which is the first time I've really seen that mystique broken. I've seen artists share their split of royalties for a song. Transparency is in, and audiences are becoming more sympathetic to the realities of the modern day artist.

It hasn't stopped great work being made. It hasn't stopped awesome experiences at festivals and it will never stop people finding places to rave, but all of us knowing the impact it's having on the people involved is a reminder for us all to be gentle with each other and be kinder. Even when things are tough, just taking that extra breath to remind ourselves of the privilege involved in creative work is important. We're part of moments that we'll definitely be nostalgic about in the future.

In 2023 I want to see the new generation being given the opportunity to shine and do things their way, rather than change to fit legacy boxes on the way out. I want to hear new voices that haven't been historically amplified collaborate with brand partners which allow them to grow sustainably. It's going to be a lot of work, but I believe we're at the beginning of a paradigm shift in what the modern artist is.

@ELI1AH





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OPTIMISM



Elijah
@eli1ah

An optimistic view of what the next decade of Black British Music can be. Some predictions and dreamy situations 📖

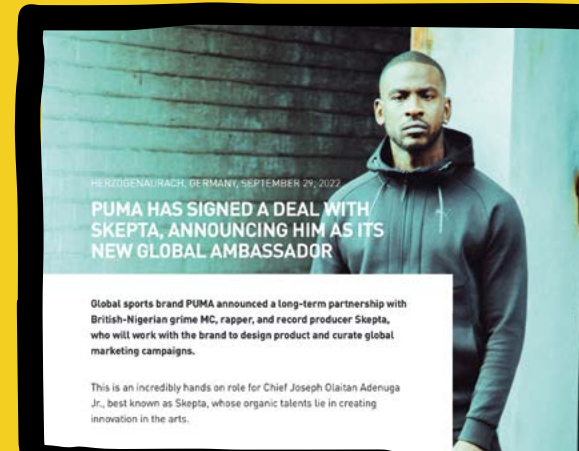
11:05AM · May 30, 2021 · Twitter for iPhone

WRITTEN IN 2021 HOW IS IT GOING?



Elijah @eli1ah · May 30, 2021

Major brands develop consistent partnerships with rappers for their own lines built within their companies like SK Air. Skepta's work will be on mood boards forever.

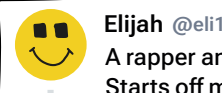


Elijah @eli1ah · May 30, 2021

The people that have done especially well that started in Grime move into philanthropic ventures. This helps power another generation of artists. We start to see the impact of Stormzys 2020 pledge.

British Rapper AJ Tracey Introduces Action Plan to Support Black Students at Oxford University

Contributing £40,000 a year of financial aid as part of the initiative.



Elijah @eli1ah · May 30, 2021

A rapper and a footballer will make a new media company. Starts off making online content, then films for bigger platforms, but eventually goes into football club ownership. A majority black owned football club in national league. ⚽



Stormzy exclusive interview: Rapper launches Merky FC to fight racial inequality in football

Stormzy and adidas have announced a partnership with 10 brands, including Sky Sports, to come together on a multi-year initiative, Merky FC - a programme committed to enhancing and protecting diverse representation in the football industry



Elijah @eli1ah · May 30, 2021

Rap - the current gen of stars have a good chance at having sustainable careers because of direct access to their fan base and consistent streaming income. The biggest artists will move into selling higher priced product - from clothes to festivals to food and digital goods.



Uk Rapper Wretch 32 Expands His Popular CBD Brand

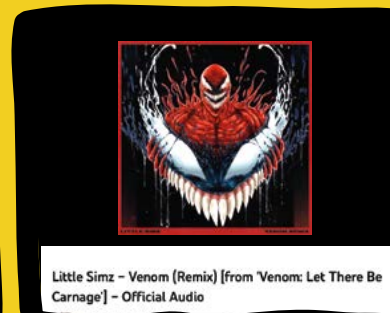


DUPPY NEWS: MUSIC PIONEER KANO LAUNCHES DUPPY WHITE -100% JAMAICAN RUM

Elijah @eli1ah · May 30, 2021
National Television will fully embrace the stars from music. We've already seen the beginnings of this with people like Big Narstie, Big Zuu having their own programs. There will be a lot more. 📺



Elijah @eli1ah · May 30, 2021
Apple, Netflix and Amazon will all have sections dedicated to Black British Culture. Films, Documentaries and Dramas. Original soundtracks will be the best compilation albums/playlists that exist.



Netflix Boards Dystopian Thriller 'The Kitchen': Daniel Kaluuya-Writing & Producing; Kibwe Tavares Directing; 'Top Boy's Kane Robinson Starring

Elijah @eli1ah · May 30, 2021
As more young Black artists become aware of our deep histories within House and wider electronic music there will be a lot of importance placed on owning our music, our narratives and spaces.

Created in 2021, BEAUTIFUL is SHERELLE's response to whitewashing and the erasure of both Black and queer history within electronic music. Using the BEAUTIFUL platform, SHERELLE enlisted the help of established & emerging artists such as Loraine James, Scratcha DVA, Nia Archives and TAAHLIAH to release an 18 track compilation entitled BEAUTIFUL VOL. 1.

We have now partnered with BEAUTIFUL to help fund a number of free activations for the BEAUTIFUL and wider black and LGBTIQ+ community. Since last year we have quietly worked with SHERELLE to refine a programme to tackle some of the recurring barriers and obstacles faced by some Black and queer artists at the early stages of their development in becoming professionals, in the form of a pop-up HQ for all things BEAUTIFUL.



Elijah @eli1ah · May 30, 2021
New black owned labels & nights will start. Voices that haven't been amplified historically will be heard loud and clear. I think we are at initiative stage. Soon some of the bigger indies will financially back some of our current favs ventures.

Elijah @eli1ah · May 30, 2021
I'm sure the man dem will take over Rock, Indie and Classical too give it time



HOW SHOULD
BRAND/ARTIST
PARTNERSHIPS

EVOLVE

IN 2023?

AS ELIJAH STATES, “WE’RE AT THE BEGINNING OF A PARADIGM SHIFT IN WHAT THE MODERN ARTIST IS.”

AS THE WORLD ADAPTS POST-PANDEMIC AND NEW TECHNOLOGIES ARRIVE TRANSFORMING THE ROLE OF AN ARTIST AND EVOLVING THE MUSIC INDUSTRY, FRUKT DETAILS FIVE WAYS IN WHICH BRANDS CAN BETTER COLLABORATE WITH ARTISTS GOING FORWARD.

BRANDS CAN OFFER BESPOKE SUPPORT TO STRUGGLING ARTISTS WITHIN LIVE MUSIC

Touring is facing a challenging 2023 with a range of issues affecting live music and festivals. Many artists are playing less and missing key destinations due to rising costs and increasing regulations, with noted high-profile acts (including Little Simz and Sampa The Great) scrapping whole tours in 2022 as they weren't financially viable. Recent research by charity Help Musicians announced that 60% of musicians are earning less than a year previously, while nearly 80% are earning less post-lockdown.

Even aspects of touring where artists could traditionally recoup, such as merchandise, are becoming more challenging. Indie band The Lovely Eggs recently kickstarted a discussion after a venue took 30% of their T-shirt sales, and The Big Moon and Dry Cleaning have moved merch-stalls to nearby pubs to avoid such charges.

It's clear artists need carefully plotted, bespoke support with their touring, from travel and accommodation to fan support, to ensure busy venues and vibrant atmospheres. FRUKT believes there is huge value for brands who can contribute in a valuable and collaborative way.

ELIJAH

There is space here for brands to benefit artists while also reaping the rewards. They could support tour roll-outs and make key shows extra special for the general public, rather than working on private events that offer rewards to a limited audience. Working with artists to create a special experience can be more beneficial than creating extra workload that slows down the creative process. It makes sense that more people are becoming artists with the democratisation of tools and information, but where can all the new art and music live? Most of the stuff I enjoy doesn't make sense without real-life experiences.

FRUKT

There are plenty of brand opportunities here to find innovative ways to support artists, communities, and creative hubs, with direct access to an engaged, inspired network. Many artists are finding it increasingly tough across various revenue chains, from touring to streaming, and will welcome help from credible, viable brand partners. But as Elijah says, it's important that brands work with artists to create mutually beneficial live partnerships that can develop into deeper working relationships.

FRUKT has worked with ibis over the last five years on global brand platform ibis MUSIC, which supports artists across various aspects of live music, from in-hotel shows and tour support, to livestreamed 'gigs from home' during the pandemic. At the famous Sziget festival in Budapest, ibis MUSIC brought a collective of like-minded emerging acts from all over the world to play its Europe Stage, leading to musical collaborations and a social network of new artists who've continued to work together.

WHY ARE
SO MANY
SHOWS
GETTING
CANCELLED?

TWO

BRANDS SHOULD COLLABORATE WITH ARTISTS ON A BOLD APPROACH FOR TIKTOK

ARTISTS ARE MORE INTERESTING ON SOCIAL MEDIA OUTSIDE OF CAMPAIGNS

It's clear that TikTok is continuing its rise as one of the most dominant tools for musical expression and discovery, with 75% of TikTok users saying they use the platform to discover new artists and 63% claiming they find exciting new music on the platform. And in the US alone, 67% of teens use the TikTok app (above Instagram) showing the next generation is growing up with it as a prominent digital base. The rewards of connecting with music is clear - data shows that when brands feature songs in TikTok clips that people like, 68% remember the brand better, and 58% say they feel a stronger connection to the brand. A 2022 IFPI report also found that 63% of time spent on short-form video apps are "...where music plays a central role".

The downside to this powerful music connection has been increasing record label reliance on the platform, leading to challenges from artists uncomfortable about becoming content creators, including Halsey and Maggie Rogers. There is undoubtedly an abundance of TikTok music content and repetitive advertorials, but there is also a new

wave of artists speaking with a unique voice and creating a personal, intimate fan connection via the platform, and this is where brands should take note.

One such artist is DJ/producer Jyoty, a recent Mixmag cover star whose club sets are as high-energy as they come, which she captures on her TikTok with rapid-fire FOMO clips. But alongside the party vibes are her brilliant phone-shot dissections and first-hand interrogations of club life, all shared with a real passion for the scene. It's everything that's exciting about DJ culture, both in its heartlands and when captured online.

A scene that TikTok has transformed is the South African amapiano movement (covered in more detail later) where dance crazes accompany new music to send songs viral. This sweeps to the club dancefloor where people follow the moves shared on the clips.

Where this needs to lead for brands on TikTok is bolder, more fulfilling artist partnerships and the slow-death of the transactional influencer.

ELIJAH

Brands need to back great creators on TikTok for extended periods of time rather than just one post, so they can get the best out of them creatively. People can see through #ad now, and artists that find clever ways to work product into what they're already creating will get more views than disruptive advertising.

FRUKT

When brands are working with artists on TikTok, they need to understand the platform and their partners' audience to remain exciting, credible and artist-friendly, but this will reap the rewards. Two-thirds of viral moments on the platform come from organic content - playing big and obvious in the hope of a TikTok hit is becoming ever more difficult. Brands need to be smart.



SAMM HENSHAW @ MEANTIME X RECORD STORE DAY LIVE



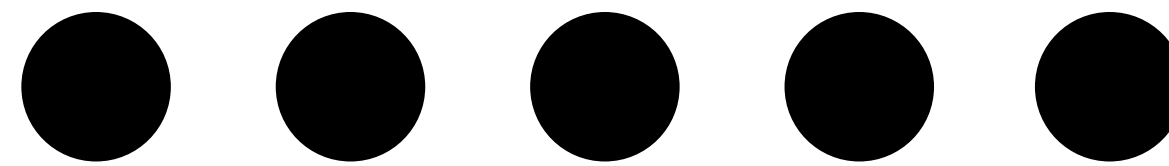
BRANDS SHOULD WORK WITH ARTISTS EFFECTIVELY MOBILISING COMMUNITIES

Consumers are swamped with algorithmically spoon-fed content (not just social landfill but new music, with over 100k songs a day added to streaming sites). Despite this chaotic online output, artists are finding ways to cut through the noise and mobilise their communities using a mix of established and newer platforms.

Recent BBC Sound Of 2023-shortlisted Fred Again is one such artist, eschewing superstar Instagram glamour in favour of a genuine passion for music and relatable authenticity - phone-shot clips celebrating love and human connection, superfan listening parties on Discord servers, official Reddit 'subreddits' talking to the most engaged audience, and creating something of a 'meta loop' by sampling social media clips into songs then returning them out there. And live, he's as comfortable playing an unannounced street show from a New York food truck or jamming up-close-and-personal in his essential Boiler Room session as he is rocking festival stages. vThis has seen Fred Again's audience become ever more pulled into his journey, with over 55 million engaging with him via his music streaming and social channels during December 2022 alone.

It's not just artists looking at new platforms to better mobilise and engage with their audience. German online music channel Colors (which has over 6.5 million YouTube subscribers and 2.3 billion views) is experimenting with a democratic supporter-run collective called Community. Through this web3 DAO project it aims to, "assemble the world's most impactful interdisciplinary community of creatives, curators and tastemakers", with members receiving voting rights on projects and unique access to interact and collaborate with fellow members.

2023 will see audiences, tired of #ad notifications and static, echo-chamber content, demand evermore interaction and engagement.



ELIJAH

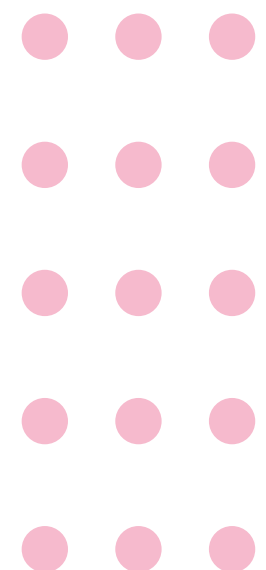
Most of the productive communities I can think of are individuals and groups orbiting the same creative space with good ethics; sharing resources and knowledge, and wanting to see each other win.

FRUKT

Brands should increasingly try to embrace and collaborate with artists who have a mix of connected networks and communities, as well as artists with smaller but highly engaged fanbases, instead of chasing mass audiences in a one-size-fits-all approach. The success of Fred Again treating his audience as a group of individuals using different approaches to connect with him is an important lesson for brands.

FRUKT worked with 02 to help acts connect with their fans via an app using pioneering technology 'Relive The Night'. This nifty tool allowed artists to engage with their audience straight after live shows, sharing entertaining, relevant data from each performance such as crowd noise levels and the song with the loudest reception. Artists could also offer access to exclusive live photos and videos, and promote tailored merchandise bespoke to that audience.

TRYING TO BUY
AN AUDIENCE
WILL BANKRUPT
YOU CREATIVELY
&
FINANCIALLY



FOUR

BRANDS SHOULD SEE OPPORTUNITY IN THE RISE OF THE MULTIDISCIPLINARY ARTIST WEAVING ACROSS MANY PLATFORMS

Many contemporary artists aren't just musicians, or artists, or filmmakers... they've grown-up hardwired into a MacBook and have a range of passion points and innovative skills; polymaths networking around creative communities. Such artists are inspiring, particularly with Gen Z, not just for a singular creative output but for their multidisciplinary entrepreneurship and trailblazing digital promotion.

As web2 transitions into web3, where Instagram posts and TikTok videos are joined by new forms such as metaverse worlds and tokenised digital assets, these artists are increasingly finding new means to network and express their wild creativity.

Career-wise, this is changing many artists' plans - the linear path of before is increasingly irrelevant as artists transition across multiple platforms and disciplines, and this output will broaden further as web3 develops.



ELIJAH

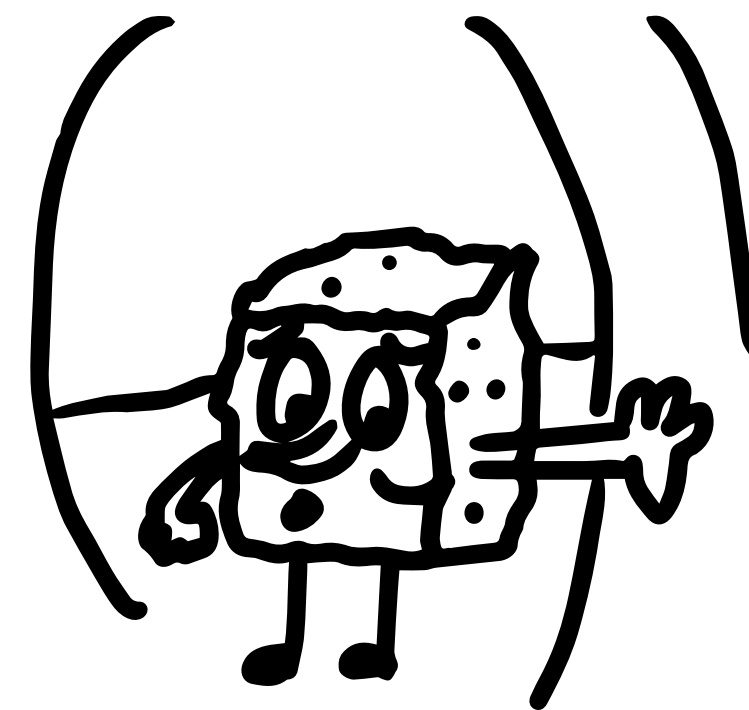
One artist crossing boundaries right now is Alewya, who's collaborated with Little Simz and Moses Boyd. Alongside her beautiful songwriting, she creates amazing 'hieroglyphic print' art and sculptures inspired by her diverse influences. She channels this into her live shows and music videos.

Another multidisciplinary artist to check is Niall Ashley, working across diverse mediums including NFTs, and creating inspiring work with an independent spirit. He's described himself as a 'painter and performance artist examining the context of art and avatars in a social media landscape... bending the rules of containers such as TikTok and Instagram.

FRUKT

There's a new generation of multidisciplinary artists changing the rules and shape-shifting across increasingly scattered online and IRL creative outlets. Brands need to look at these polymaths as co-creators and campaign architects rather than merely artists-for-hire, and will reap the creative benefits for doing so. This is only going to increase as web3 technology becomes more prevalent, where many of these artists are already way ahead of the curve.

Brands need to understand more than just the familiar platforms of yesterday to connect with tomorrow's culture, and embracing and learning from the experience of these multidisciplinary artists will lead to bold and rich partnerships.



SOCIAL MEDIA

IDEA

VIDEO

SONG

CONTEXT

COLLAB

QUESTION

WIP

HISTORY

MEME

IS A CANVAS

05 BRANDS SHOULD USE ARTISTS TO EMPOWER THE NEXT GENERATION

There has been a glut of ‘top-down’ mentoring workshops from superstars which may be difficult to relate to for any artists starting out - be it Hans Zimmer talking about composing a Hollywood soundtrack or Deadmau5 creating an EDM cut primed for a festival mainstage.

Many young artists are instead inspired by a ‘sideways’ approach - people from their world who understand the same challenges (making music on similarly lo-fi kit for example) and give them confidence to take that next step. And for artists, it’s a way to mobilise your audience and bring people together, which is becoming ever more crucial.

**THERE IS A DESIRE TO
EMBRACE DIVERSITY.
SO FAR THAT IS
ONLY WHEN IT
COMES FROM
APPROVED* PLATFORMS
AGENTS & MANAGERS
BREAK FREE
HELP THE UNDER
RESOURCED BUILD...
ENJOY THE NEW
VOICES & FACES**

ELIJAH

An excellent example of someone doing this is Yaw Evans, who shares regular videos making beats with lots of cool gear. Hagan (more on him later) is another artist who breaks down his production process for others to learn from.

Artists with mobilised communities can find ways to make their content impact harder and help others learn about their skills or their scene/cause - making educational content rather than strictly promotional material. People will find this much more useful and relatable than just the usual advertorial.

FRUKT

As discussed before, artists are increasingly more than just musicians, beatmakers or MCs - they need a wider set of creative skills. Connecting and learning from like-minded souls is vital in this development.

Brands can play a key role here, partnering with relevant talent that young people connect with and collaborating to create inspirational content that can also form deeper connections to a brand’s ethos.

In 2022, FRUKT managed the production for Netflix’s Top Boy Live in East London, working alongside Futurimpose to bring to life their creative concept - a space for aspiring young writers, actors and artists to meet and hear from the creators and stars of the hit show, including Little Simz, with a focus on representation and vocational pathways.



W W W

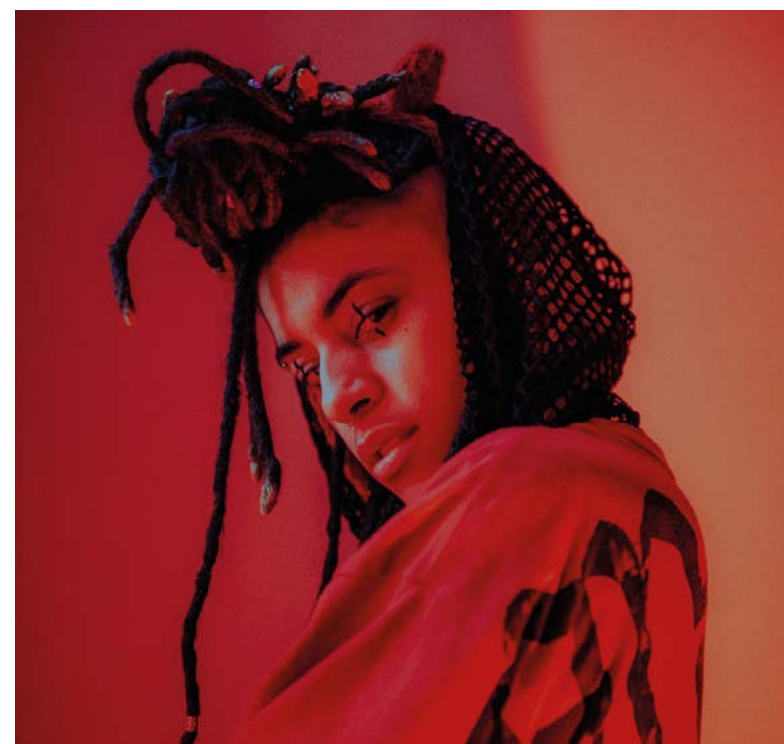
TEN HOT NEW

ARTISTS TO WATCH
FOR THIS YEAR

W W W



VENBEE @ JÄGERMEISTER STAGE // NASS



GROVE

With a political sound that takes in rap, drum'n'bass, and industrial influences, Grove is a vital new act for 2023. With a frenetic Glastonbury debut last year and The Great Escape already scheduled for May, this young Bristol talent looks set to shake things up in the coming months. They've even been experimenting with a metaverse-based show, embracing new technology.



CHARISSE C

One of the most exciting new DJ talents breaking through in 2022, Charisse C had a huge 12 months, playing shows for Benji B's Deviation, Fabric, and NTS radio, where she now hosts a monthly residency. Her mixes are a sonic melting pot soundtracking her South African roots and London club influences - be sure to catch her high-octane sets in 2023.



HAGAN

This South London producer's debut album 'Textures' dropped in October and it's a stunning work celebrating his British-Ghanaian heritage, blending funky, afrobeats and jazz. Across 2022, he played Gilles Peterson's We Out Here festival and some of London's finest venues including Night Tales Loft and Peckham's new super-cool listening bar Jumbi, as well as appearing on Radio 1 for Benji B's show.



JIM LEGXACY

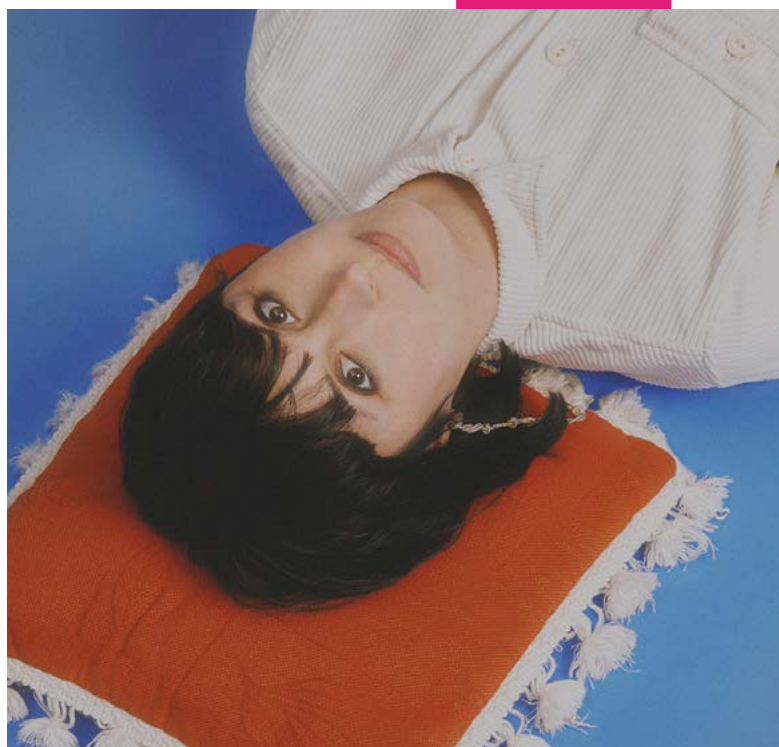
A prolific new producer blessed with a soaring falsetto voice whose magpie sound lifts across disparate musical influences, from afrobeats to golden era R'n'B. His latest cut 'dj' has just dropped, with Pitchfork and The Fader already jumping on support, and he was nominated in the Breakthrough MC/Vocalist category in DJ Mag's esteemed Best of British awards. NME has just named him in its NME 100, tipping the hottest emerging acts for the year.



DRINKS ON ME

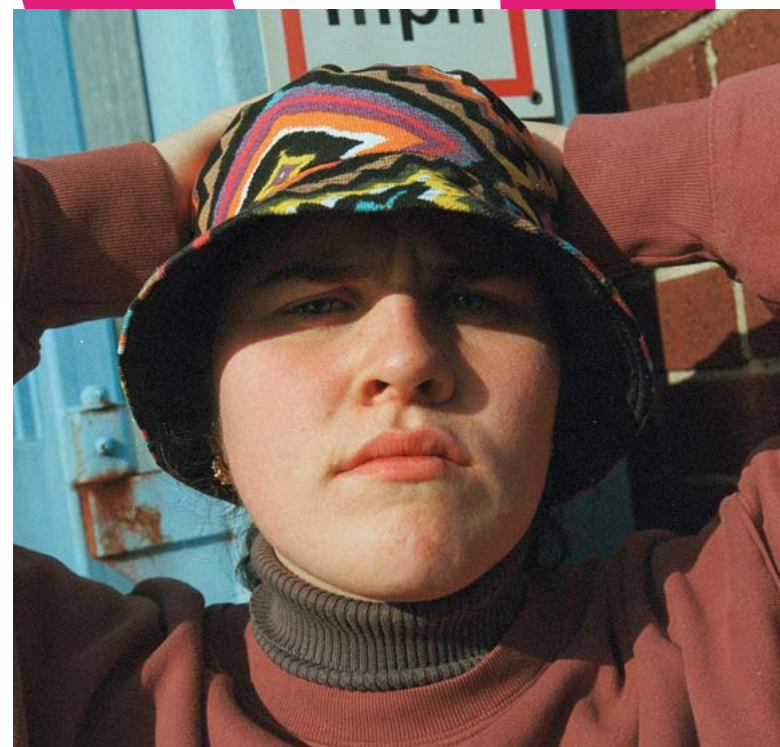
If you're looking for fun, unpretentious UK club music, Drinks On Me is your guy, making garage, bass and more that you'll be hearing a lot of DJs playing this summer. Follow him on Instagram to bring a bit of joy to your day, because he's using socials in a fun way that makes you want to get right on the dancefloor without the cliched 'DJ lifestyle' posts. His debut album dropped in November.

FRUKT



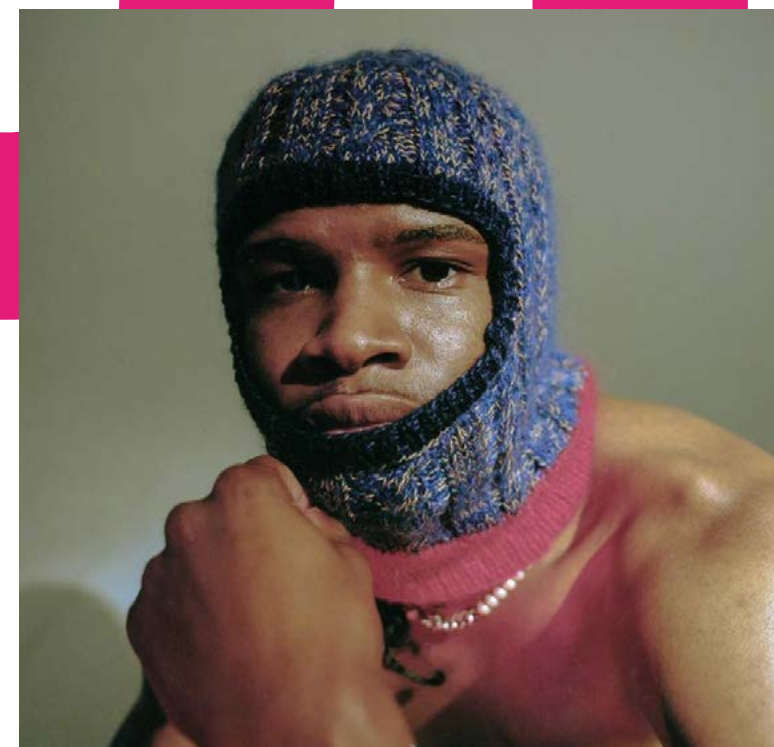
ΣTELLA

Fans of Khruangbin and Surprise Chef will instantly fall for the warm, loose grooves of this new Greek artist signed to Sub Pop. Her beautiful debut album 'Up and Away' dropped during the summer of 2022 and we're tipping it to be a slow-building word of mouth hit over the coming months. If you've checked her music and can't wait to see her live in the UK, she's just been announced for Wide Awake festival in London in May.



VENBEE

Last summer FRUKT curated the Jägermeister stage at NASS Festival, with heavy-hitters like P Money and Majestic headlining alongside amazing new acts like Tailor Jae and this fast-rising new pop act. venbee's debut single 'low down' quickly spun out of control with tens of millions of plays while her second single (collaborating with fast-rising producer goddard and UK rap talent ArrDee) peaked even higher, reaching the UK Top 20. Her blend of classic drum'n'bass influences and soaring pop melodies will resonate with any PinkPantheress and piri and tommy fans.



KAM-BU

This talented new rapper was rightly lauded for his Glastonbury performance, showcasing cuts from his debut mixtape 'Black on Black' which featured collaborations with Knucks and Rachel Chinouriri. His new single 'Eton Mess' comes in with a growling bassline while his tough-as-nails flow rides the beat, and GRM Daily and Jack Saunders on BBC Radio 1 both recently tipped him as one to watch for 2023.



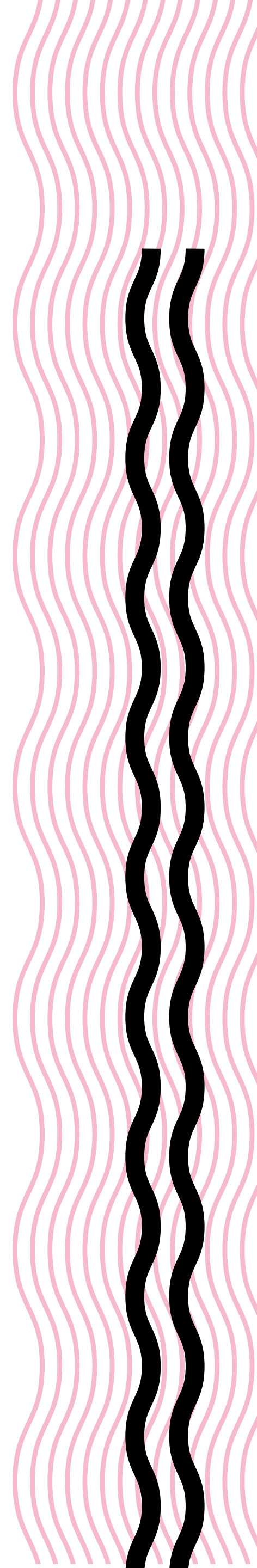
GIRLS DON'T SYNC

Girls Don't Sync have exploded onto the scene with their party mix of garage, dancehall and rap jams, playing Parklife and Glastonbury last summer. They've pledged to create an 'army' of female DJs through their mentoring schemes and are involved in projects (including work for All Things Equal and teaching at Liverpool community centres) to support new female talent. But the club is always where their heart is, creating some of the wildest atmospheres of 2022 and winning the Best Breakthrough DJ trophy at DJ Mag's Best of British awards. Watch them go massive over the next 12 months!



AILSASULLY

Blessed with a beautiful voice and tender songwriting style that brings to mind Cate le Bon and Julia Jacklin, Bristol-based Ailsa Tully is a rising star who graced our ibis MUSIC stage in her hometown last year. She's had support from BBC 6Music and Amazing Radio, and has the songs and voice to reach a much wider audience during 2023.

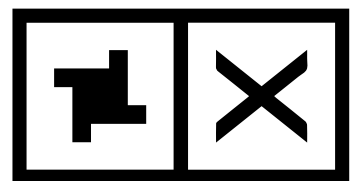




BUYING MUSIC
IS STILL THE
BEST WAY
TO SUPPORT
MUSICIANS

THE BEST PARTIES

HAPPENING SOON



E EXODUS
London // July 2023

Fabric remains one of London's most important and hallowed underground institutions, weathering court battles and COVID-enforced closure over the years but still going strong in 2023. With line-ups always programmed with a deep love of new music, the club will make its first outing to the fields this summer, with a two-day festival just outside the capital.



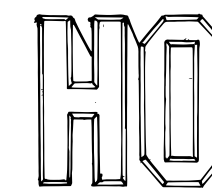
E ORII COMMUNITY
London // Weekly

The UK's potent contemporary jazz scene has received plenty of justified coverage in recent years, particularly focused around London, Manchester and Bristol. Over the last decade, collectives like Jazz re:freshed and Steam Down have been crucial to fostering this new wave of talent, and Orie Community looks set to continue unearthing the next-gen in 2023. Based around venues in the capital with jam-nights and showcases, it's become a buzzy, frenetic session featuring inspiring raw talent. Go check!



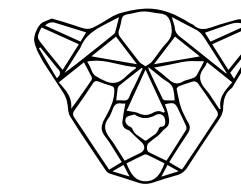
F AVA
Belfast // June 2023

This Northern Irish dance festival goes from strength to strength, with magnificent production and booming stages at a stunning seaside location at the Titanic Slipways. It always features a line-up that rivals the likes of Dekmantel and Field Day, and in 2022 AVA featured live shows from the likes of Bicep and Overmono, and DJ sets from Jon Hopkins, Sherelle and VTSS. Praised by anyone who's been lucky enough to attend, this is an essential weekender to keep a tab on for summer 2023.



F Homobloc
Manchester // Nov 2023

"Homobloc is a queer block party for all. For Homos, Hetros, Lesbos, Don't Knows and Disko Asbos. All of us. Love is the message." Now firmly in place as one of Manchester's biggest and wildest parties, Homobloc will be back in September 2023 with its immense speaker-shaking line-up of house, disco, and techno, all topped-off with special high energy live performances, which this year included Self Esteem and Roisin Murphy.



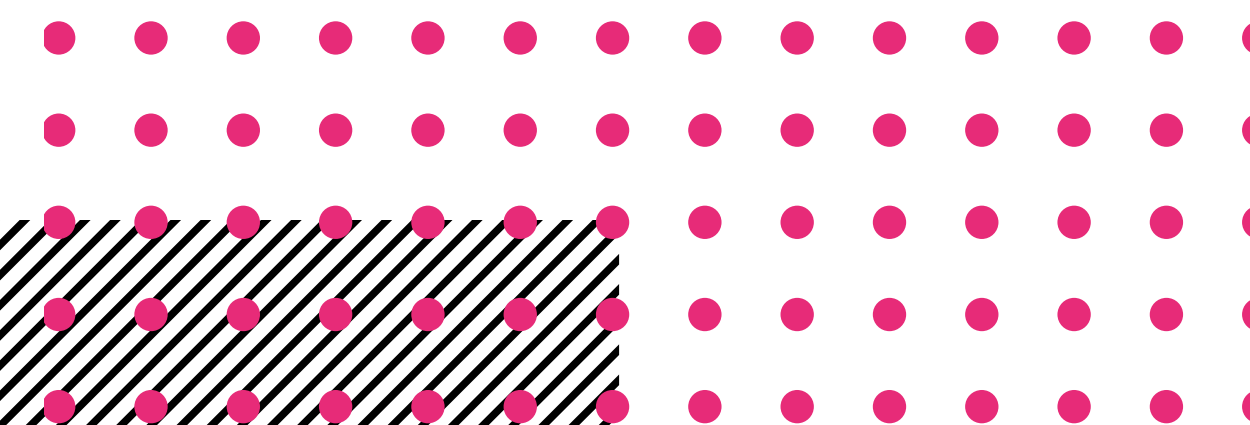
F La Cheetah Club
Glasgow // Weekly

A city with an already abundantly rich electronic music scene has welcomed La Cheetah into its fold over the last few years and no wonder – the line-ups are immense and brilliantly curated. At the tail-end of 2022, this basement space hosted the Dekmantel Weekender with the likes of Objekt, Palms Trax, and local heroes Optimo all playing. If you're heading to Scotland's ultimate party city in 2023, this is feeling like the place to lose yourself on a Saturday night.

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XXXXXXXXXXXX

WHAT HAPPENS NEXT?

WE SPOKE TO KEY NAMES IN THE
INDUSTRY TO ASK WHAT EXCITED
THEM DURING 2022, AND WHAT
THEY CAN'T WAIT TO SEE HAPPEN
THIS YEAR.





ELIJAH

//
Elijah is our Guest Editor for this first edition of The CONVO and the man behind ‘Yellow Squares’.

2022: Stormzy returned to music in the biggest way possible with ‘Mel Made Me Do It’, a seven minute celebration of his journey and growth as an artist and cultural icon. The video included an iconic moment featuring figures in the Black British music and entertainment scene standing together, as well as cameos from Louis Theroux, Jonathan Ross, Usain Bolt, JME, Ian Wright, a spoken word by Michaela Coel, and so much more. It’s one of my favourite rap videos ever.

2023: Stormzy’s album ‘This Is What I Mean’ dropped in late November, and his curated All Points East festival date this summer will cement his legacy as a real one-of-one in music.



DEFECTED RECORDS

Tom Coxhead
Head of Digital & Media

//
Defected Records remain the undisputed kings of house music, with globally popular record labels, festivals, radio shows, podcasts, and events spanning the world.
2022: There were a lot of positives, like two UK house records being number one, or dance music finally getting a category at the MOBO Awards. I will remember 2022 for the loss of Jamal Edwards though - he made a seismic impact to so many, and his loss is immeasurable.

2023: I hope to see more amazing, original music. Music that is driven from the soul, and not done to chase numbers. Shoutout to SAULT, Little Simz and Eliza Rose from last year – can’t wait to see what they do next!



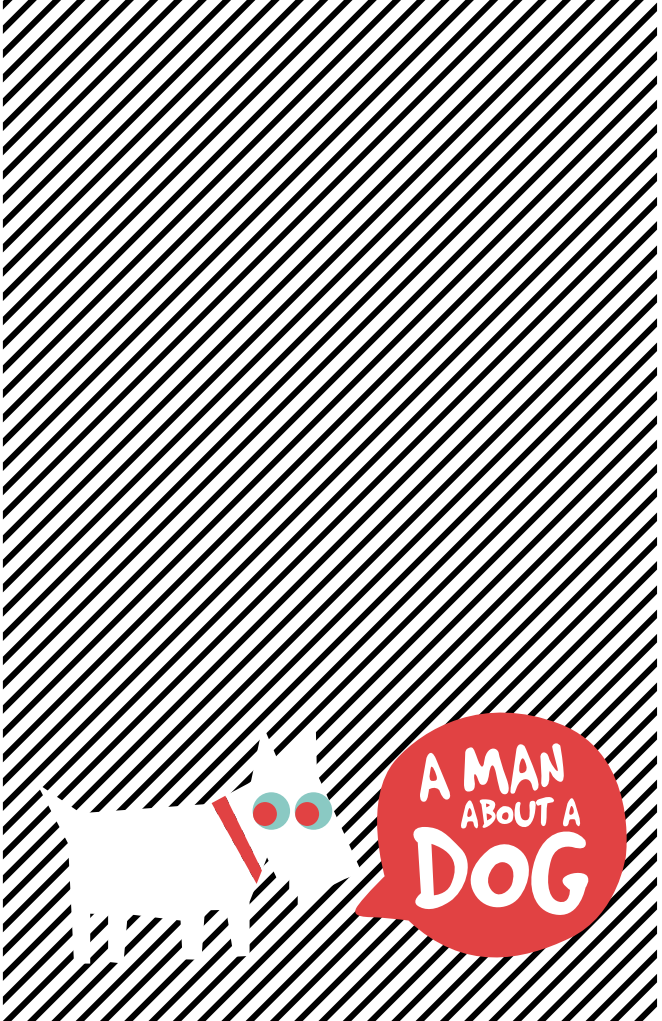
FRAME ARTISTS

Myradh Cormican
Head of Strategic Partnerships

//
FRAME Artists has an unrivalled roster of dance music acts, from superstars like Chase & Status and Groove Armada, to the next wave including Ewan McVicar and Arielle Free.

2022: The rave Chase & Status held to shoot their album cover was a real highlight. Their most dedicated fans were invited to a free intimate party where phones were banned. Images were captured that would become the album cover, visualisers and music videos, immortalising their most hardcore fans in their art forever. A cathartic and electric moment!

2023: I’m looking forward to seeing more artists embracing community-led strategies through the adoption of platforms like Discord & Telegram. This area is exploding in music and it’s amazing to see artists using these spaces to evolve their online space into magical superfan moments in the real world. More of this please!



AMAAD

Paul Jack
Joint CEO & Founder

//
A Man About A Dog are London’s key dance music promoters, hosting events at venues including Printworks and Tobacco Dock. They also run the much-loved Junction 2 festival.
2022: On Halloween weekend we hosted our last ever Tobacco Dock event after 50+ shows over nine years, and over 300,000 people through our doors. It was a hugely emotional weekend for the whole team. The debut ION festival in Albania was also very special, three years in the making after multiple postponements.
2023: The return of Junction 2 festival back where it belongs in Boston Manor Park, its spiritual home! It’s had a difficult journey due to COVID and strike action but it’s one of, if not the most unique inner-city UK festival locations - below the M4 motorway in West London.

WaxPoetics

WAX POETICS

David Holt
CEO

//
Wax Poetics is one of the finest music titles out there, relaunched in 2021 and re-established as an essential read for real music heads.

2022: It became obvious in 2022 that vinyl culture had skipped a generation, re-emerging in Gen Z. The omnipresence of digital for Gen Z is driving a desire for physical music and we’re seeing this across our social following, subscribers and anecdotally in conversations.

2023: Labels such as Touching Bass could be the next Warp or Ninja Tune and it didn’t feel that way five years ago. They’re singular in their approach but have a young and growing audience. The space seems ripe for brand involvement but it’s fragmented and complicated - it’ll be interesting to see how platforms like ours navigate this in the coming years.

VIBERATE

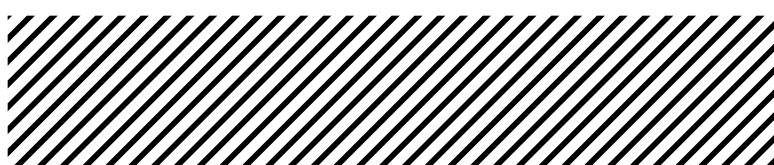
Vasja Veber
Co-founder & CBDO

//

VIBERATE is an essential music data asset, providing invaluable insight to the industry on streaming and social analytics.

2022: We predicted several trends we saw materialise over the year. Firstly, data confirms the fan-focused approach creates the most engaged audience – the most visible example being Taylor Swift’s immersive marketing strategy that ultimately crashed Ticketmaster. Secondly, the breakthrough of non-English music, which we first saw rising on gatekeeper-free channels, into the mainstream.

2023: These massive successes last year (for example - Bad Bunny’s Spanish album was #1 in the US, and he was the most streamed artist of 2022) serve as insights for artists and industry professionals, even on a much smaller scale. We see data analytics providing a competitive edge in the future.



DREAMHOUSE RECORDS

Jon Clifford
Owner

//

Dreamhouse Records in Leyton, East London is one of the best new record shops in the UK, and was chosen by FRUKT as a store for Meantime’s event ‘Record Store Day Live’ in April last year, which we produced.

2022: The return of live music went a long way to lift spirits in what was a bit of a bleak year; and Record Store Day and the events around it gave record shops a big boost. My favourite album was Charlotte Adigéry and Bolis Pupul’s ‘Topical Dancer’ - utterly danceable with some amazing lyrics; their gig at XOYO was a joy!

2023: I’m looking forward to more music being unearthed by the wealth of brilliant reissue labels around - Forager, Mississippi Records, Light In The Attic and Numero to name a few. I’m also excited to hear what will be coming out on the inspiring jazz label International Anthem. Such a variety of amazing releases last year, hoping for more in 2023!

MUSIC SUPPORT

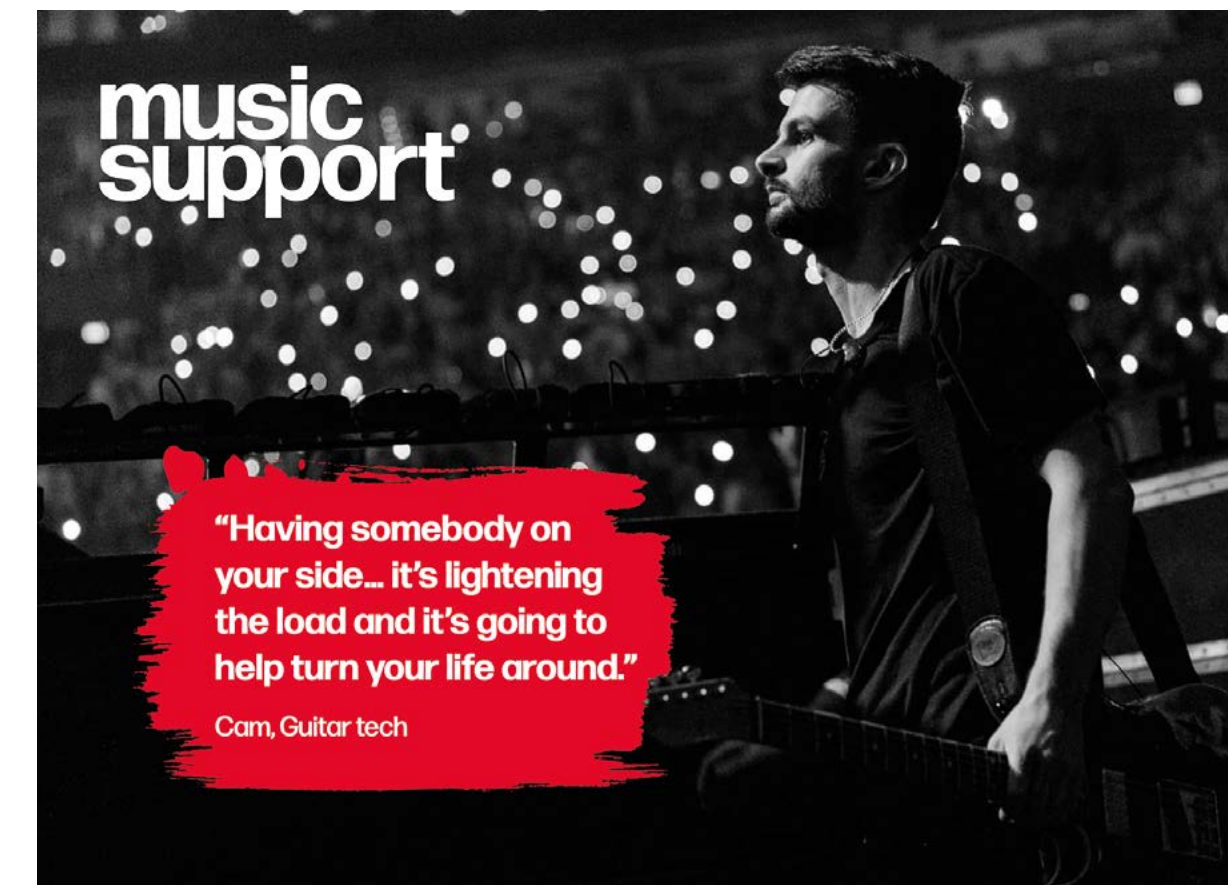
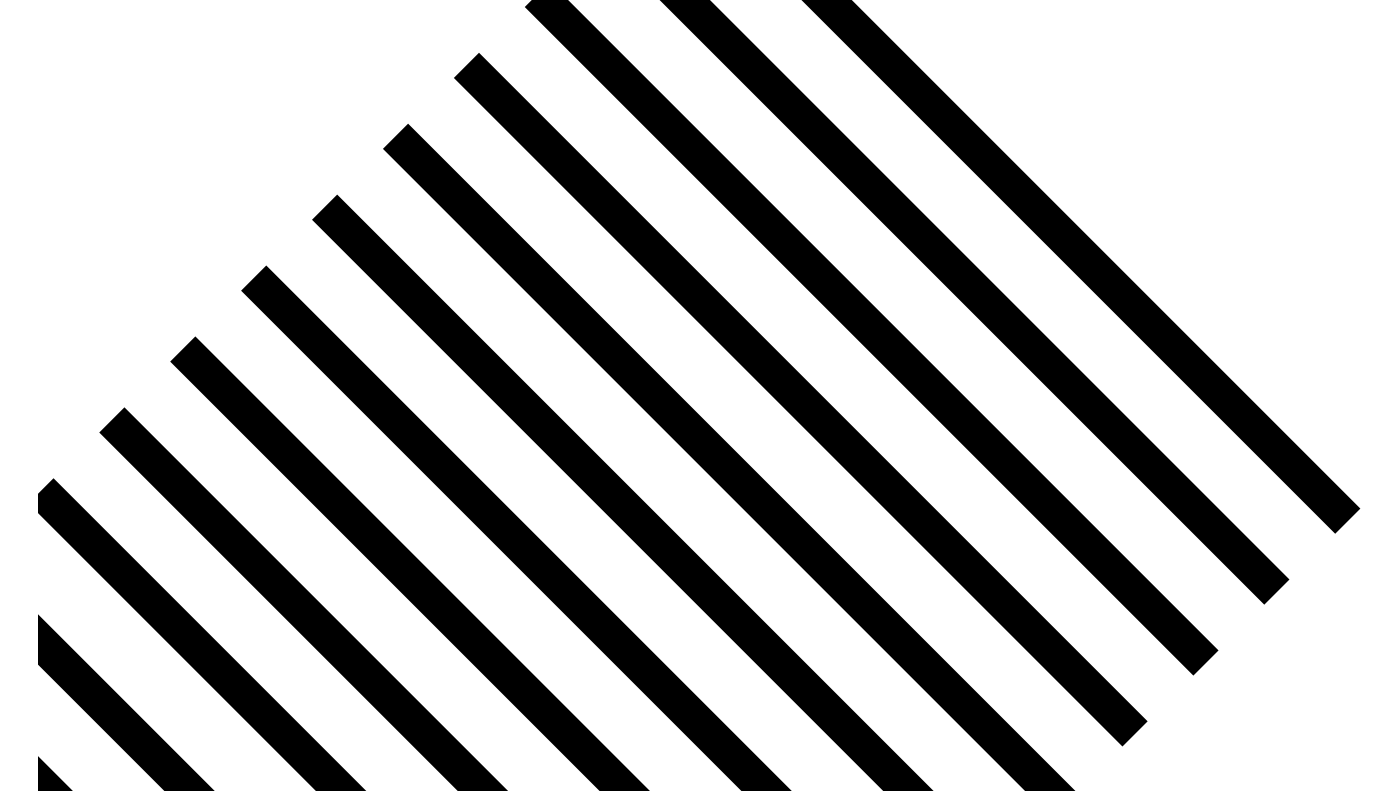
Lynne Maltman
Senior Marketing & Events Specialist

//

Music Support is a vital charity that provides help and support for those who work in UK music and live events affected by mental ill-health and/or addiction.

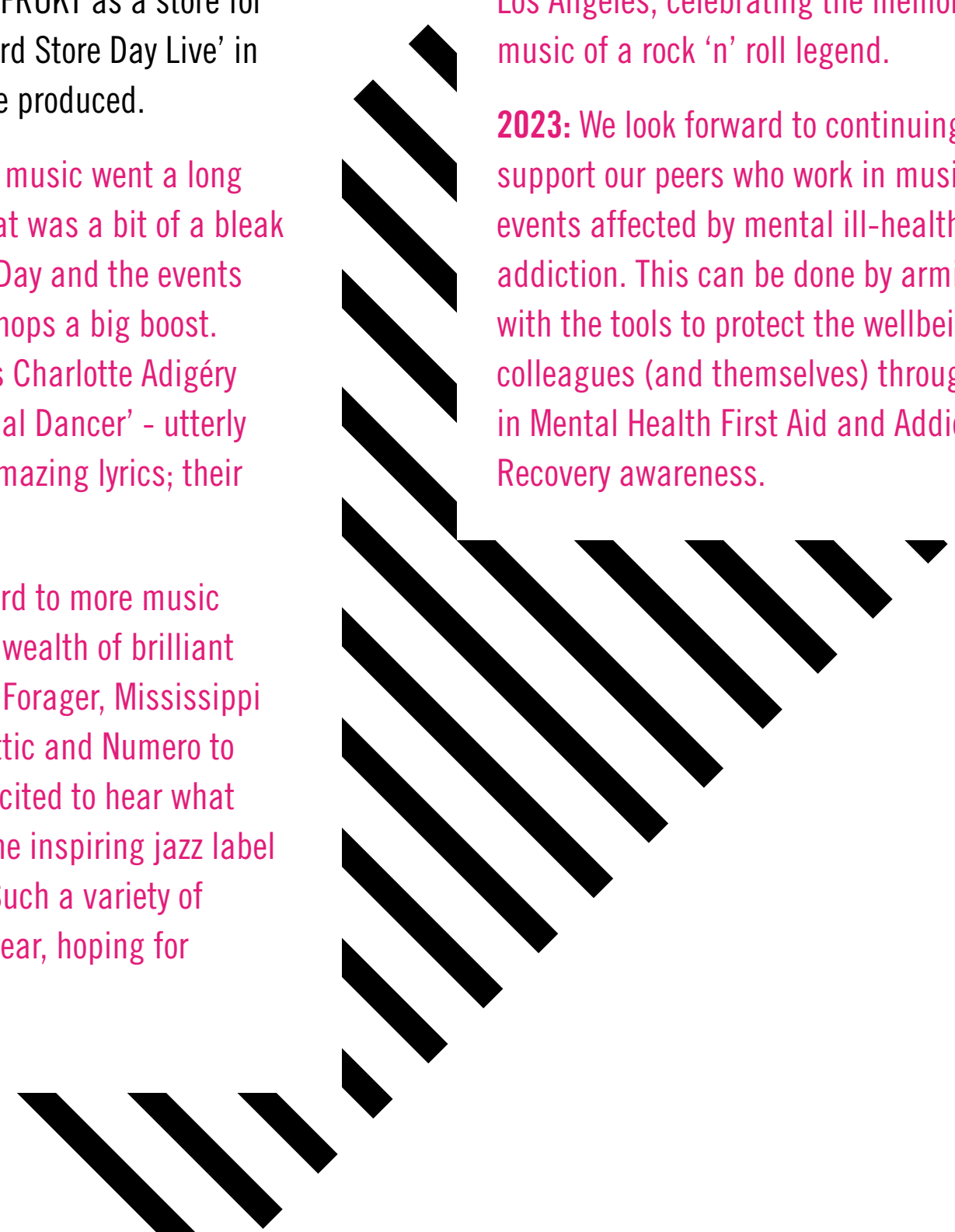
2022: Music Support was honoured to be chosen as the UK beneficiary charity for the Taylor Hawkins Tribute Shows in London and Los Angeles, celebrating the memory and music of a rock ‘n’ roll legend.

2023: We look forward to continuing to support our peers who work in music and live events affected by mental ill-health and/or addiction. This can be done by arming them with the tools to protect the wellbeing of their colleagues (and themselves) through training in Mental Health First Aid and Addiction and Recovery awareness.



THE GLOBAL PANDEMIC AND COST OF LIVING CRISIS HAS HAD A HUGE IMPACT ON OUR INDUSTRY. IF YOU ARE SUFFERING FROM MENTAL ILL-HEALTH AND/OR ADDICTION CHALLENGES, YOU ARE NOT ALONE.

INDUSTRY CHARITY, MUSIC SUPPORT, IS HERE FOR YOU. ITS CONFIDENTIAL HELPLINE, RUN BY PEERS WITH LIVED EXPERIENCE, IS AVAILABLE MONDAY – FRIDAY, 9AM – 5PM ON 0800 030 6789. FOR FURTHER INFORMATION VISIT WWW.MUSICSUPPORT.ORG



THE ESSENTIAL

FILMS AND BOOKS OF 2022

ELIJAH/ AMAPIANO NOW

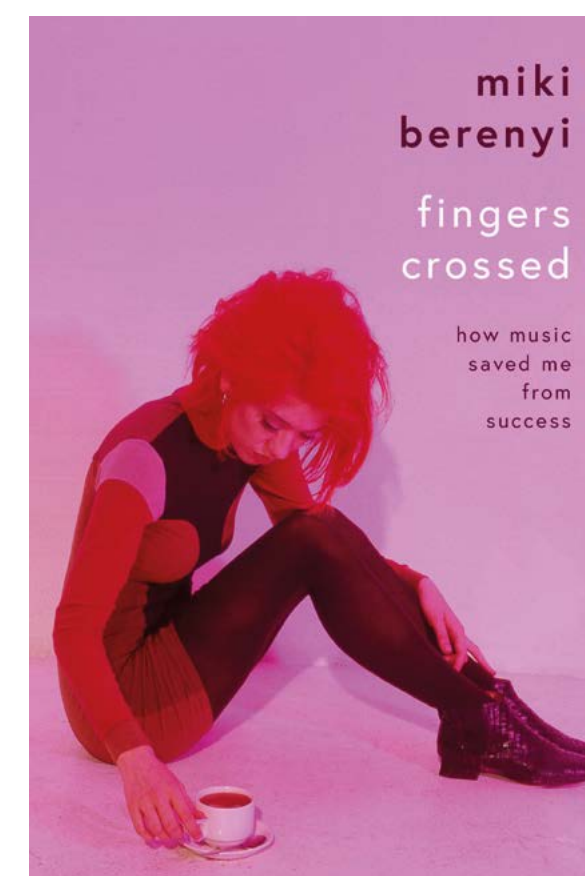
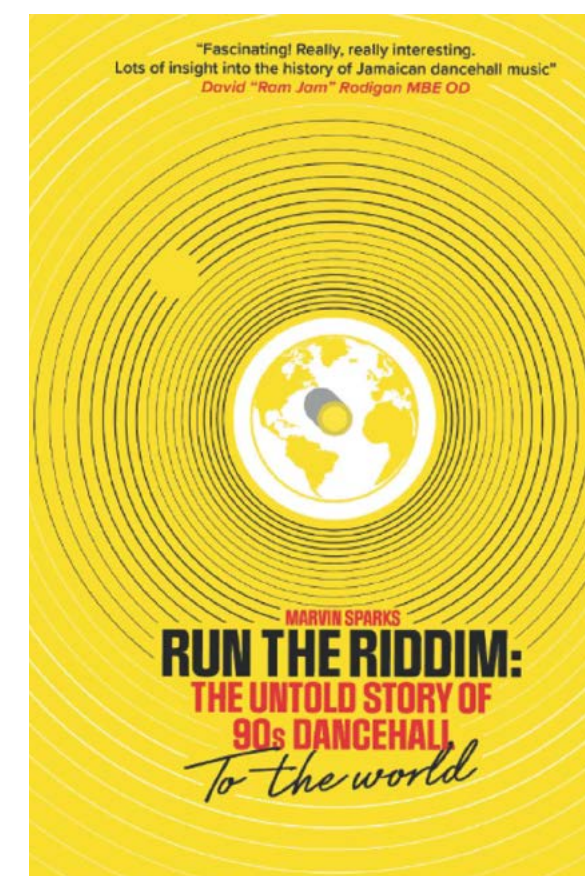
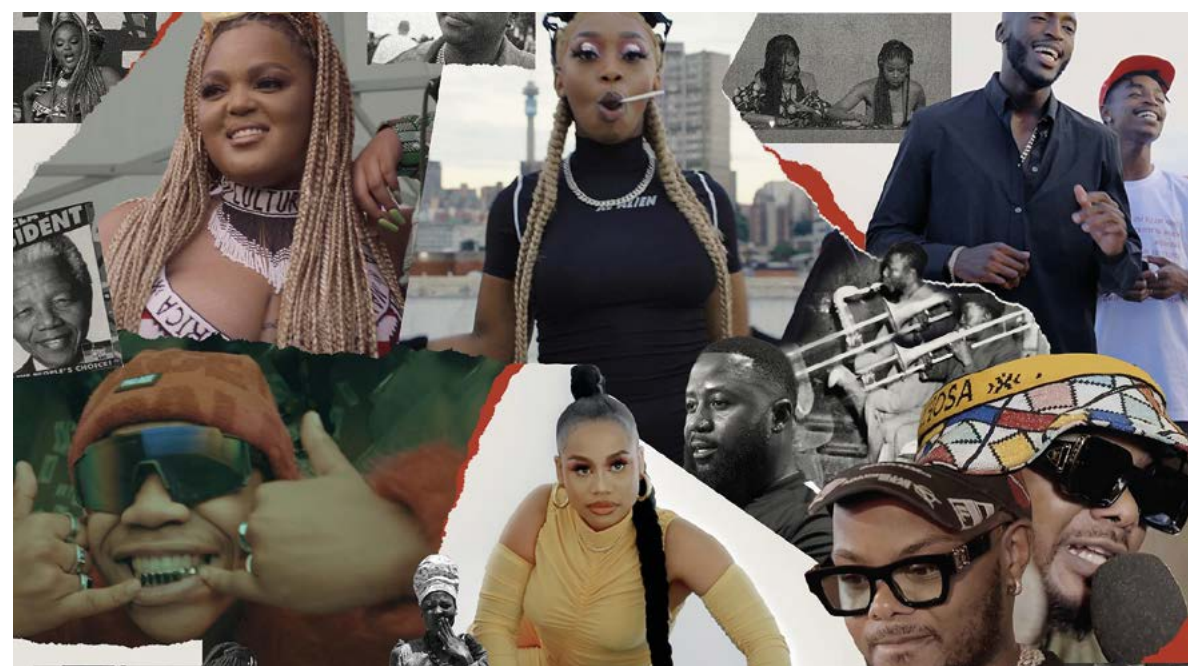
BBC Documentary/iPlayer

Amapiano has been a hugely popular South African dance music scene for years but 2022 was when it broke globally, fuelled by a series of viral TikToks which brought the scene's biggest anthems to the masses. This superb mini-documentary explores its roots and meets some of the icons of the movement.

FRUKT/ TRAINWRECK: WOODSTOCK '99'

Netflix

On paper, bringing back the nostalgic Woodstock festival name as the analogue 90s transitioned into a technologically advancing new millennium must have seemed a great idea, but in practise, Woodstock 99 turned into a chaotic, dangerous and hugely toxic event - its collapse chronicled in this excellent Netflix documentary.



ELIJAH/ RUN THE RIDDIM: THE UNTOLD STORY OF '90S DANCEHALL TO THE WORLD

This fantastic work by Marvin Sparks tells the tale of Jamaican music's transition from reggae, roots and dub into the tougher, dancefloor-focused sound of dancehall. Chronicling many of the key movement icons such as Shabba Ranks and Beenie Man, it's both a fascinating story and key reference guide to the scene.

FRUKT/ DILLA TIME

Revered 15 years after his death as the hip-hop producer's ultimate hip-hop producer, J Dilla's journey from beatmaker for the likes of The Pharcyde and Erykah Badu to the man behind the seminal 'Donuts' album is covered with great affection in Dan Charnas' touching ode to Dilla's unique production skills. A great tribute to a lost genius.

FRUKT/ FINGERS CROSSED

Lush arrived in the UK's 'shoegaze' scene of the early 90s, and their singer Miki Berenyi became an iconic figurehead. This incredible memoir covers those music years with humorous honesty, but it's her personal story in the first half that's most impactful - growing up around an estranged family while surviving numerous personal traumas. A monumental work.

ELIJAH!
□MANAGER □WRITER
□CONSULTANT □DJ
□LECTURER □DESIGNER
□CURATOR □PRODUCER
□ARTIST

TO HEAR MORE FROM ELIJAH AND JOIN THE CONVO

[LINKTR.EE/ELI1AH](https://linktr.ee/eli1ah)



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THANKS FOR
READING!

TO CONTINUE THE CONVO, GET IN TOUCH WITH ADAM BUTTERS

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LISTEN TO THE HOT NEW ARTISTS

SPOTIFY PLAYLIST

FRUKT

