



REPORT

Netaudio'06: London Netlabel Festival

15th - 17th September 2006



*Welcome to Netaudio'06: Reception with Hanna, Fleure and performer Steevio
by Antina Michels*

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outside Candid Arts Centre by Antina Michels

1. About Netaudio'06

Netaudio'06 is London's first festival dedicated to free Internet music celebrating the creative output of netlabel activists and musicians with talks, workshops, showcases and parties.

For artists, the events offered a platform to display their work, and expand their network within the community, while facilitating opportunities to improve their skills. For audiences the events offered new music, allowed to learn more about music production and Internet distribution and gave the opportunity to meet artists face to face.

Netaudio'06 took place Friday, 16th and Saturday, 16th September 2006 at the Candid Arts Centre¹ with the daytime programme and the Electrowerkz² with the night time programme; On Sunday, 17th September Netaudio'06 hosted an afterparty at The Pool³.

2. Building Netaudio'06

The concept for Netaudio'06 has been developed as part of a MA research project undertaken by Andi Studer at London Southbank University. The project is named after a Swiss concept, which has already been showcased with Netaudio'05 in Berne/Switzerland and Netaudio V2.05 in Cologne/Germany.

¹ **Candid Arts Centre**, 3 Torrens St, London EC1V 1NQ

² **Electrowerks**, 7 Torrens St, London EC1V 1NQ

³ **The Pool**, 104 Curtain Road, London EC2A 3AH

2. Building Netaudio'06 (cont.)

Netaudio'06 is carried by Cenatus Music Projects, a non-profit membership association based in London E5 and implemented by a team of voluntary organisers:

Project Co-Ordination &

Finance: Andi Studer
Programme: Chris Box
Hanna Inberg
Matt Spendlove
Marketing/PR: Nina Kehagia, Andi Studer
Stage Management: Alex Didierjean
Graphic Design: Valero Doval
Web Programming: Pascal Opitz

Advisory Panel: Dr. Edmund Baxter - London Musicians Collective
Dr. Hillegonda Rietveld - London South Bank University
Markus Koller - Starfrosch.ch
Jean Patrice Rémillard (aka Pheek) – Archipel.cc

The physical production of Netaudio'06 relied on the support of over 20 volunteers - as steward, bar staff, drivers and crew setting up the venues. Below some impressions from the day before the festival:



unloading the furniture

by Mariana



Silvia decorating

by Mariana



building the chill out area

by Mariana



lunch break

by Mariana

3. Daytime Programme

@ Candid Arts Centre, 15 & 16 September 2006, noon-10pm

Netaudio'06 occupied all three floors of the Candid Art gallery over two days.

The extensive **media lounge** was set up on the ground floor, allowing visitors to access and contribute music to the central **Netaudio'06 server** as well providing a medium for informal exchange between all participants.

On Friday afternoon the media lounge hosted the **Knowledge Fair**, allowing visitors to learn more about Internet based distribution and music production technologies. On Saturday afternoon it was used for the **Coffee Table Discussion** round, which explored the cultural impact of Internet-distributed music. Both the Fair and the Discussion were workshop concepts especially adapted for the festival: It was our aim to bring hosts and audiences together on individual basis, facilitating a personal and active exchange. On Saturday Netaudio'06 also organised a small scale **workshop dedicated to Pure Data**, an open source music and media tool. This free workshop was limited to 12 participants and was held at the Hub offices above the Candid Arts Centre.



Knowledge Fair stalls

by Antina Michels



Knowledge Fair: Ableton Stall

by Eugensis



Coffee Table Discussion

by Antina Michels

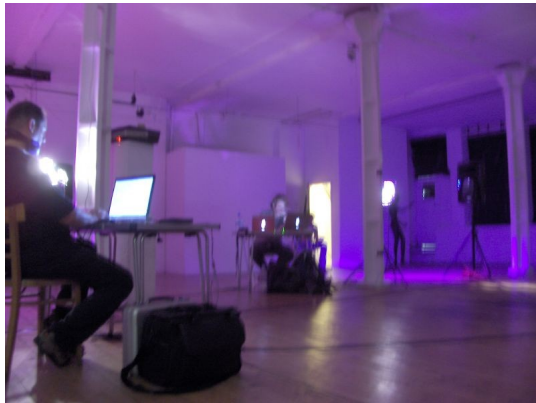


Discussion table

by Antina Michels

3. Daytime Programme (cont.)

The first floor of the gallery was transformed into a mystical space hosting the **live audio installation** 'Hyperlanguage' by Baz G Nichols, Andrew Lagowski and Paul Wilson:



Hyperlanguage

by Antina Michels



artist set up

by A.Lagowski

The **music showcases** took place in the basement of Candid. Over the two days 13 local, national and international netaudio acts used the powerful Netaudio sound system to display their work.

Participating acts: Autistici, Cheju, Cotumo, Gagarin, Hopen, Mathon, Megaheadphoneboy, Mint, Planet Boelex, Receptor, Quip, Sepia Hours, Urban Force.



Cotumo, digital DJ

by Martin Delaney



Sepia Hours live

by Freya



Mathon plays Transport

by Eugenesis



Quip live

by Eugenesis

4. Night-time Programme

@ Electrowerkz - 15&16 September 2006 - 10pm-6am

The night time programme was orientated towards showcasing **live performances and special netaudio dj sets** by 18 acts from across the world. The events were celebrating the diversity and creativeness of the netaudio scene by taking the music off the hard drive and into the club. Tickets to the nights at the Electrowerkz cost £10 in advance resp. £12 on the door.

Participating acts: DNCN, Dual Perception, Dub KULT, Funzion, Kabale und Liebe, Kollektiv Turmstrasse, DJ L'Embrouille, LRAB, Miss Fitz, Molair, Monogaze, Phiorio, Sr.Aye & Decolora, Stalker, Suzybee & Steevio, Tea*more, Triggerset, Patrick Walker

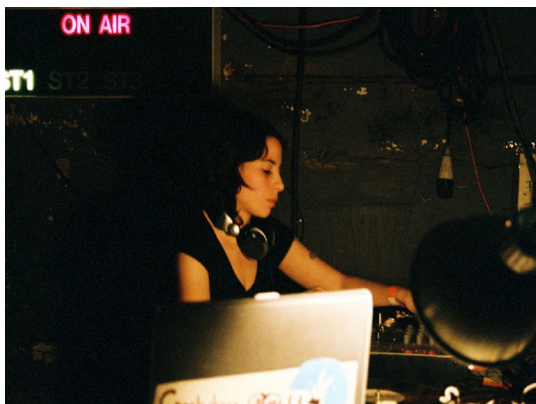


bright stage, with DNCN and Monogaze live



the crowd, VJ perspective

by Triggerset



Miss Fitz, digital DJ

by Antina Michels



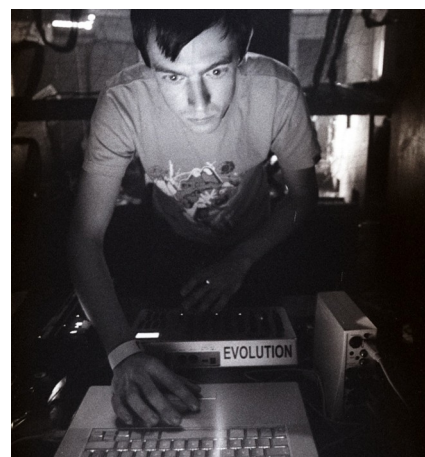
Molair live

by Hanna Inberg



Lembrouille, digital DJ

by Cept ID



LRAB live

Cept ID

5. Afterparty

@ the Pool - 17 September 2006 – noon-midnight

Sunday afternoon offered a last chance to catch up and say farewell for all who were part of Netaudio'06 over the last two days. The Netaudio afterparty featured 10 live performances and DJ sets from within the local Netaudio scene. Entry was free.

Participating acts: Chris Box, Alex Fisher, J-Lab, Aki, Mindlobster, Phiorio, Octad, Tim Cowie, Cotumo, Sven Lito



Alex Fisher live



Our german Guests

by Strippycow

6. Outcomes

According to informal feedback to the organising team, the festival was extremely well received with audiences, the participating artists as well as the workshop hosts.

The artists were excited to find a stage within the festival context, with many of them playing the first time for a London audience. About half of the performers are also actively involved in the running of their Internet music label, for them it was a particularly good opportunity to network on behalf of their organisation.

The workshop hosts of the Knowledge Fair as well as the Coffee Table Discussion enjoyed the personal and active exchange with their audiences. We are very pleased to hear that the tailor made concept of workshop events proved successful, by not only allowing the visitors expand skills and knowledge but also by gaining personal contact with peers.

Audiences enjoyed the diverse music programme, which ranged from the atmospheric audio installation Hyperlanguage, the engaging indytronica act of Sepia Hours, the challenging experimental act of Mathon to the more leisurely dance floor orientated acts of the night time programme. From various informal feedback we believe that our audience particularly enjoyed the informal atmosphere at the Candid Arts Centre, where they could freely circulate between showcases, media lounge and installation.

6. Outcomes (cont.)

Netaudio'06 received fair attention in the press: We were listed in most important leisure/music publications such as *The Wire*, *Time Out* and *The Guardian Guide*. Netaudio'06 received editorial coverage in *Base.ad* a free weekly music circulation, coverage on *BBC Five Live*, with a report from the events as part of the Chris Vallance *Breakfast Show*, and was mentioned in the German *Sueddeutsche Zeitung*. Netaudio'06 was also featured in numerous online publications, and listed as a "Recommended" event on www.visitlondon.com.

Netaudio'06 had an estimated accumulated audience of 900 visitors over 3 days. Online statistics show the Netaudio'06 homepage (www.netaudiolondon.cc) had 6383 visitors and counted 123410 hits over September 2006.

Both press coverage and audience numbers led us to believe that we succeeded in promoting the netlabel format and its protagonists to a wider public, which was a central aim of Netaudio'06.

Overall Netaudio'06 was an successful milestone for Cenatus Music Projects and organising committee. As a very young organisation we were able to prove our ability to deliver a well-organised festival over three days, taking place in three different venues with over 100 people involved in the production process.

Please visit the Netaudio'06 homepage www.netaudiolondon.cc for a growing collection of media artefacts of the past festival.



*chilling out at Netaudio'06
by Mariana*

7. Credits

Many thanks to so many!!! Netaudio'06 is now past us, and we would like to say thank you to all who made this festival so special:

To Awards4All, who contributed substantial funding to this project. Also our venues Candid, Electrowerkz, the Hub and the Pool, for providing the physical skins, as well as supporting us in many ways. To the London Southbank University for allowing Andi to research this project. To Markus from Starfrosch who lead the path with Netaudio'05 and to Valero for creating the graphic design.

Many thanks to our media partner ResonanceFM, and all you people out there who listed the Festival on your websites and blogs. Also to the staff of the Swiss Embassy and of the Goethe Institute for supporting our PR work.

To Ableton for sponsoring the knowledge fair stall and contributing the raffle prizes - and Martin Delaney for bringing us together and hosting the stall. To the Park Food Company and the Open Air Theatre for lending us furniture and props. To the Angelic for providing catering equipment.

To the Learning House for advising us with the education programme concept. To Abacus, Cox Disco Hire and Sound-Engineer Will for providing brilliant sound, to Tim Cowie for organising all the video equipment and to Liam for doing the recordings.

To Myriam, Sharka, Fanny, Jon, Yossi, Cesar, Vinh, Nina for giving accommodation to Netaudio'06 performers. To Pau, Silvia, Marina, Mariana and Helena for decorating the Candid Arts Centre.

To Myriam, Sharka, Fanny, Virginia, Marc, Pau, Freddy, Hamish, George, Kadi, Helena, Sella, Magda, Marta, Mariana, Mo, Freya, Tish, Shannon, Eugene, Dave, Emi for volunteering during the event (forgive me if I forgot to mention anyone). Big thanks you to Marina for organising all the staff! Many thanks AJ, Toby and Jon for providing transport.

Not to forget: Thanks to all the performers, knowledge fair and discussion hosts. A special thank you to Andrew, Paul and Baz for Hyperlanguage and to Andy and Rob for doing the Pure Data workshop. All of you have made a wonderful contribution to the festival content.

And last but no least: Thanks to everyone for coming along! For listening, watching, engaging, discussing, enjoying the events. So many friendships have been made, thoughts shared and opinions discussed over the last few days – We are truly touched by how you all contributed to Netaudio'06: London Netlabel Festival.

Yours,

Alex, Andi, Chris, Hanna, Matt and Pascal

Appendix 1: Programme Netaudio'06

Netaudio'06 Festival Programme

**Friday, 15 September****Daytime Session @ Candid Arts Centre**

noon – 10pm, free entry

Media Lounge open noon – 10pm

Knowledge Fair open 4pm – 8pm

Performances (4pm-10pm) by

Cheju (Boltfish Recordings, Kahvi, Rednetic, Camomille - UK)**Krill.minima** (Archipel, Thinner - DE)**Megaheadphoneboy** (Openlab Records, Op3N - UK)**Mint** (Boltfish Recordings, LacedMilk, Kahvi - UK)**Quip** (Hippocamp, I Can Count Music, STFU - UK)**Urban Force** (Instabil, Moon Harbour, Mobilee - DE)**Friday, 15 September****Nighttime Session @ Electrowerkz**

10pm-6am £12 (£10adv)

Performances by:

DNCN (Clever, Ironbox, Hippocamp, 4four, Kvadrat - UK)**Kabale und Liebe** (Archipel - NL)**LRAB** (Audio Aubergine, 1ManArmy, Studio6Records - UK)**Miss Fitz** (Archipel, Kalimari, Minlove, Sushitech - DE)**Molair** (Sinergy Network, Static Discos, Sushitech - FR)**Phorio** (Metroline, My Mate Music - UK)**Suzybee & Steevio** (Mindtours, Mindnet - UK)**Tea*more** (Pulsar - DE)visuals by **Monogaze & Triggerset****Saturday, 16 September****Daytime Session @ Candid Arts Centre**

noon – 10pm, free entry

Media Lounge open noon – 10pm

Coffee Table Discussion 4pm – 6pm

Pure Data Workshop 2pm – 5pm RSVP

Audio installation "Hyperlanguage" by

B.G. Nichols (Level/Si_COMM)**A. Lagowski** (S.E.T.I.)**P. Wilson** (N-Spaces)

Performances (2pm-10pm) by

Autistici (Audiobulb Records, Filament Records, Hippocamp - UK)**Digitalverein** (Source Records, Thinner, EpsilonLab - DE)**Gagarin** (Filament Recordings, Geo Records - UK)**Hopen** (Arbouse recordings, Adozen.org, Plak-Records - CH)**Mathon - plays transport** (Maetrixsolution / Atelier101 - CH)**Planet Boelex** (Kahvi, Monotonik - FI)**Receptor** (Comatronic, RealAudio, Sinergy Networks - CL)**Sepia Hours** (Sundays in Spring, Polymorphic, Beat is Murder - BE)**Saturday, 16 September****Nighttime Session @ Electrowerkz**

10pm-6am £12 (£10adv)

Performances by

3 Carbine (Avionix Recordings, Intonations, Mindnet - UK)**Dual Perception** (ID.EOLOGY - DE)**Dub KULT** (Living Records, Traum, Raum...Musik, After-Dinner - UK)**Funzion** (Igloo, Telegraph, Filtro, Sinergy - AR)**Kollektiv Turmstrasse** (No-Response - DE)**DJ L'Embrouille** (Melenick Session, Erinnerung - FR)**Sr.Aye & Decolora** (Miga, LTW - ES)**Stalker** (1bit wonder, Mo's Ferry Productions - DE)visuals by **Triggerset**

Festival Pass £15adv/£20 on the door

Advance tickets available from **TICKETWEB**for updates check netaudiolondon.cc

Appendix 2: Workshop programme

Knowledge Fair @ Netaudio'06

September 15th, 2006



The Knowledge Fair allows the visitor to learn more about Internet based distribution and music production technologies. It is the Netaudio ad-hoc workshop event where visitors can follow their own schedule and get information on individual basis. The event caters for novices and professional alike.

Fair Stalls:

- **Ableton Live 6 with Martin Delaney:** Ableton Live – the software which has rocked the music world – is a great tool for live performers as well as remixers and producers. Martin Delaney performer and author of Ableton Live 5: Tips and Tricks lets you test the upcoming Ableton Live 6 at his stall, answers your questions and gives insight into his working methods.
- **Music Production with Steevio:** This is the audio surgery where you can get advice on you latest music production. Within the large field of music production, Steevio also offers a rare insight into his working methods. Steevio, involved in music production from the early days of dance music, as active producer and live musician as well as he is running the Mindtours/Mindnet label in partnership with Suzybee.
- **Podcasting with Markus Koller:** Podcasts are the fast growing alternative to radio as well as an user friendly form of audio distribution. Markus Koller, the Swiss podcast pioneer and funder of Starfrosch.ch tells you all about it. Markus will be able to give tips how to access and best use podcasts as well as give detailed information about the technologies that are used by Podcast sites.
- **Internet publishing with Pascal Opitz:** Internet publishing with dynamic websites. Pascal Opitz gives an insight into weblog software and content management systems and happily helping with general web related issues. Pascal Opitz is – apart from creating music websites such as netaudiolondon.cc – working as senior developer for Redwire and co-founder of the programming related blog *Content with Style*.
- **Free Culture with Andrea Rota and Jonas Andersson:** The info-stall of Free Culture UK will give you information about background, representations, legal issues, structures and the people behind this movement. The Free Cultre stall is hosted by Andrea Rota, LSE MPhil Sociology student / IS infrastructures architect and Jonas Andersson Goldsmith MPhil Media and Communication student, blogger and music producer.
- **Netaudio Live Exchange with Don Ludwig and Timor Kodal:** Netaudio Live Exchange with Don Ludwig and Timor Kodal: Don Lu and Timor Kodal will introduce their Netaudio Live Exchange which aims at bringing the online network into the club. The Exchange is a community project that offers an alternative to booking agents and hooks up event promoters and performers directly. Don Lu and Timor Kodal are the driving force behind Berlins *Net-lag* parties.
- **Online Community Platforms with Stéphane Iserable:** Stephane will share his experience in running a music community website, the technical issues and the philosophy behind it. Stephane Iserable will also offer insight in the latest development with his site music-libre.org / dogmazic.net

Date / Time: Friday 15th September, 4pm-8pm, entry is free.

Please be early to avoid the crowd.

Venue: Candid Arts Centre, 3 Torrens St, London EC1V 1NQ

Appendix 2: Workshop programme (cont.)**Coffee Table Discussion @ Netaudio'06**

September 16th, 2006

The Coffee Table Discussion round will explore the cultural impact of Internet distributed music. It is the Netaudio'06 alternative to a podium discussion. Speakers are hosting a small discussion group each, offering participants direct and in depth exchange.

Discussion hosts:

- **Antina Michels**, German researcher on netaudio and its social impacts will explore the influence of self educated culture or DIY culture within the Netlabel scene and how it is influenced by emerging Internet technologies.
- **Steevio** leads the debate of analogue vs. digital. As label owner of the vinyl label Mindtours and netlabel Mindnet, he offers views of how to handle different forms music media and how to combine analogue with digital culture.
- **Don Ludwig and Timor Kodak** explore netaudio and the importance of place. As label owner of Pentagonik respective Pulsar and organiser of the Berlin's Net-lag parties, the two advocate Berlin as Europe's electronic music capital and add a local argument to the very international netlabel movement.
- **Andrea Rota and Jonas Andersson** – MPhil students at LSE resp. Goldsmiths and members of Liquid Culture – focus on on the assembling of free culture – contexts, people, representations, legal issues, structures: are our traditional references still valid, or does free culture demand a break with mainstream theoretical frameworks? Why is the concept of 'free culture' so often limited to certain types of cultural expressions, and thought to be executed through applying certain 'protocols' to the realm of culture?
- **Marc Zandrini**, label head of the Swiss Adozen netlabel explains the intellectual property framework Creative Commons and invites you to discuss advantages and disadvantages compared to the traditional copy right approach.
- **Dr. Hillegonda Rietveld** is Reader in Dance Culture at London South Bank University. She researches and writes about underground dance music, in terms of experiences on, and the wider context of, the dance floor. Hillegonda will lead the discussion around Rhythm and Memory.

Date / Time: Saturday 16th September, starts 4pm and lasts approx. 2hrs.

Places are limited, please arrive early and reserve a seat at the Netaudio'06 Festival Reception. This event, including tea and coffee, is free.

Venue: Candid Arts Centre, 3 Torrens St, London EC1V 1NQ

Appendix 3: Figures

Estimated Audience:	900 visitors over three days (Culmulated Audience) Friday: 150 visitors @ Candid & 200 visitors @ Electrowerkz Saturday: 200 visitors @ Candid & 250 visitors @ Electrowerkz Sunday: 100 visitors @ The Pool
Online audience:	6383 visitors 40775 pageloads 123410 hits (totals in September 2006)
Performances:	43 acts by in total 55 performers
Workshop Programme:	7 Fair Stalls (Friday) 6 Discussion Tables (Saturday) 2 Pure Data Sessions Saturday)
Commissioned Work:	2 pieces of new artistic work - Hyperlanguage audio installation - Video perfromance by Triggerset
Timescale:	48hrs open to the public 38hrs of audio showcases 14hrs of workshop programme
Volunteers:	24 people (crew, bar staff, stewards, drivers)
HR Production:	107 people actively involved in the production process 55 performers 5 artists (audio and visual) 13 workshop hosts 6 organisers 24 volunteers 3 engineers 1 photographer (amongst others..)