

Everyone can play in a band: A six-point programme
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Don't make a record. Records, tapes, CDs and K7s are no longer necessary to disseminate music. An object that has lost its usefulness is a commodity for capitalism's sake and nothing more. The language used in the fetishization of the object – rare, limited, exclusive, vinyl only, cassette only, tour EP, etc – is always in terms of marketability, never in terms of artistic merit or integrity. Furthermore, music-as-industry insists that 'real bands' release & sell albums, while the recent proliferation of the (old) ideals of the underground insists that bands must self-release albums. This unsettling combination has resulted in the album as a symbol of self-validation, a purely capitalist, ecologically irresponsible and egotistical pat on the back.

Don't play shows. The most enduring music myth is that a live audience is the ground truth for a band's existence. Bands are created for the pleasure of the members and for no one else. Perhaps the friends, or the surrounding community will enjoy the band's efforts, but if a performance must be organized, it is not necessary to involve the pockets of local promoters. There are enough houses to forever banish the practice of paying money to hang out with your friends.

Don't tour. Touring is musical colonialism.

Don't make press kit, or do something even worse, like hiring a PR agent. Nothing is more passionless than a press kit. If someone really needs to write about your art, surely they can listen, interpret, ask questions and write. If a publication needs a photo, surely you can find one amongst the reams of photos of you and your friends (I hope your band is just you and your friends).

No more 'demos'. The demo tape is arrogant. It implies that the effort put forth is only the tip of the iceberg – a sub-standard sample of some final and *better* version of the artist's self, if only the *right* resources were available (whatever those may be). The demo tape is a dinosaur alongside its lizard cousin, the A&R rep. Rediscover the joy of first hearing your own voice played back to you. In recording, as in writing music, let creativity triumph over technical skill, innovation over hired professionals. Record one song, many times.

Don't read the internet. All music criticism insults your personal context. Instead of reading about bands, go see more bands play. Build community. Destroy hype. Context is the only basis for understanding taste objectively. Go see your friends' bands play.