

NOTICE

START A RECORD LABEL

You turn 60 years old

You find yourself listening to music you have never listened to before

Your Music comes from somewhere else, and it is your music.

Your music makes no sense

Your music triggers no nostalgia

Your music triggers emotions that you did not know you had

You look to find other music out there that triggers new emotions

You can't find any

You start a record label

You give your record label a name

You design a label for your record label

You take the leap...

You instigate the making of that music that you can't anywhere else

You find a pressing plant that will press your record for a price you can almost afford

You release an album of your music that you instigated on vinyl in an edition of no more than 400

You don't put the content of your record online

You wonder who will buy your record of your music that you have released

You wonder if it is any good

You know that having released it is all that matters

You know that one day someone will find a copy of that record

You know it will be the record they have been looking for

You know it will be the music that they have been looking for

You will have done your job by you at the age of 60-something