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NARROMINDED

Located on the top floors of a house that time forgot, are Lars Meijer and Coen Polack, friends since they were 7 years old and now the men behind independent record label, [Narrominded](#) Growing up with a mutual interest in Dire Straits, the guys have been making music since their teens and share similar loves and influences that have shaped their tastes and ambitions.

Narrominded came about as an outlet to release the improvised music, created by Psychon Troopers, a band that Lars and Coen were part of alongside Jantijn Prins (Lars and Coen now record under the name of Living Ornaments).

The band was an ideal opportunity for the friends to experiment with different methods of production and they started off by using the cut-n-paste technique made possible through mini-disc. They published the fruits of their labour at first as CD-R releases under the mantle of Narrominded and quickly started gaining a reputation through their bizarre and unique brand of electronic music. The distribution of these special small editions of their music was conducted through a network of shops and mail order, still very much in the spirit of the Lo-Fi scene.



Satisfied with the reaction they were getting, Lars and Coen decided it was time to step up a gear and start releasing work by other artists. Finding the right people would not be a problem as they were surrounded by friends also passionately making music but they also wanted to make sure that the label represented the best in electronic music, with the brand gaining a good reputation in the wider public. Sleeve art was another vital ingredient and Coen carried out the photography and design himself. "I wanted there to be a strong visual identity. My angle still is mixing nature with technology."



In 2003, the guys released their first Split album featuring Living Ornaments and US artist, Accelera Deck. (They had started working with vinyl a year earlier) and this was soon followed up by another Split album, this time with Hydrus and [Kettel](#). "Accelera emailed us after hearing one of our earlier Psychon albums. We kept in constant contact with him and then we suggested he contribute to the Split series which he agreed to." It's this kind of natural way of development that seems to define much of Narrominded's decisions to partner with artists. As their rota has grown, so has their musical range and they can now also boast a couple of rock bands on the label. "We're not into signing artists permanently to our label, we prefer one-off deals for an album, which also allow us to continue the relationship if it's worked out working

together. [Gone Bald](#) are just about the go back in the studio for us, as a follow-up to their *Narrowminded* album last year in May. They're going to be big and we're realistic that they're going to want the opportunities that only a major label can give them, but we're also happy that we've been able to release a special album of theirs and that's going to get us noticed too."



A recent *Narrowminded* evening at Haarlem's [Patronaat](#) venue provided an opportunity to see six of their bands playing live. "It was 3 rock acts, 3 electronic acts and we purposefully interchanged them so we could break

the evening up a bit. It was interesting seeing how that worked with the audience as it demands them to be more attentive than normal I suspect. We also really enjoy playing in festivals and unusual places such as the various established squat venues nationwide - [ORKZ](#) being one of our favourites."



If you would like to see Narrominded artists at a gig near you, then please check out the Narrominded website for latest dates. Keep an eye out also for their three new albums about to be released - Living Ornaments 'Vlokken', Makazoruki 'Makazoruki' and another Split album. Finally, if

you're having trouble finding their releases in your local record shop, don't worry as their music is available to buy on their website and if you're feeling particularly skint, you can download MP3's of their music for free - just click the 'media' section in their website.

[Narrominded](#)

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Any information about interesting events and happenings in Amsterdam, and also The Netherland are welcome! Please submit your information, comments and suggestions to ania@postpanic.nl

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