Pop's brave new world

PC Music is a new and unorthodox type of label, which releases its music mainly through a rudimentary web page. The music is coy, crafty and an extreme form of pop, writes Andy Battaglia.

Every Night

Hannah Diamond

PC Music, 2014

Diamond’s third solo single and PC Music’s first to be available as a paid download. The British musician is one of the label’s most visible artists and her singing is characterised by a sibilant and almost childlike vocal.

Hey QT

(QT, 2014)

QT is the brainchild of American artist, Hayden Dunham. QT is a virtual character, who promotes an energy drink called DrinkQT. This was co-produced by the head of PC Music, AG Cook and features lots of synthesizers.

Bobby

Girlfriend of the Year

(PC Music, 2013)

GOTY is the alter-ego of British singer Polly-Louisa Salmon. Much of her work takes the form of remixes, and Bobby reflects on feelings of uselessness after the disintegration of a recent relationship.

Indie’s founding premise — that anyone could be a producer of art and culture, the more inventive off-centre the better — is now a staple of the new media of the information age.

If pop music is bubblegum, the strangest and most intriguing corners of factory-grade bubblegum might be involved in the end. Take it as an insult to your intelligence and patience if you come to believe that the Internet is somehow responsible for the next big thing in music, save for outliers like a recent partnership between Pop Cube and the Icelandic collective. They arrived on a red carpet in London and home to a new crop of young artists at work in electro-acoustically inclined areas of indie music and pop. Nothing PC Music does is less than extreme — extremely sly, extremely knowing, extremely sly about what, if anything, it all means. But then it is also extremely ugly, and extremely crude in ways that would send a purist into a fit. The result is glorious and repulsive.

In the simplest of terms, PC Music is a record label based in London and home to a new crop of young artists at work in electro-acoustically inclined areas of indie music and pop. Nothing PC Music does is less than extreme — extremely sly, extremely knowing, extremely sly about what, if anything, it all means. But then it is also extremely ugly, and extremely crude in ways that would send a purist into a fit. The result is glorious and repulsive.

As pop listeners and fans, it is important to recontextualise the genre to which PC Music belongs. As pop listeners and fans, it is important to recontextualise the genre to which PC Music belongs.

In the simplest of terms, PC Music is a record label based in London and home to a new crop of young artists at work in electro-acoustically inclined areas of indie music and pop. Nothing PC Music does is less than extreme — extremely sly, extremely knowing, extremely sly about what, if anything, it all means. But then it is also extremely ugly, and extremely crude in ways that would send a purist into a fit. The result is glorious and repulsive.

The Paris Review


Pop Music: Volume 1

Hannah Diamond

PC Music, 2013

The result is glorious and repulsive.

PC Music artist on the roster. The production sounds like a PC Music artist on the roster. The production sounds like a PC Music artist on the roster. The production sounds like a PC Music artist on the roster.

In the simplest of terms, PC Music is a record label based in London and home to a new crop of young artists at work in electro-acoustically inclined areas of indie music and pop. Nothing PC Music does is less than extreme — extremely sly, extremely knowing, extremely sly about what, if anything, it all means. But then it is also extremely ugly, and extremely crude in ways that would send a purist into a fit. The result is glorious and repulsive.

The result is glorious and repulsive.

Every Night

Hannah Diamond

PC Music, 2014

Diamond’s third solo single and PC Music’s first to be available as a paid download. The British musician is one of the label’s most visible artists and her singing is characterised by a sibilant and almost childlike vocal.

Hey QT

(QT, 2014)

QT is the brainchild of American artist, Hayden Dunham. QT is a virtual character, who promotes an energy drink called DrinkQT. This was co-produced by the head of PC Music, AG Cook and features lots of synthesizers.

Bobby

Girlfriend of the Year

(PC Music, 2013)

GOTY is the alter-ego of British singer Polly-Louisa Salmon. Much of her work takes the form of remixes, and Bobby reflects on feelings of uselessness after the disintegration of a recent relationship.