

A  
REMARKABLE  
IDEA

IN THIS  
ISSUE

THE HALLÉ  
*Lack of Afro*

BENOÎT PIOLARD  
THE TWILIGHT SAD  
KELE  
OKEREKE  
(BLOC PARTY)

PLUS!  
INTERVIEWS  
WITH

Maximo Park

PULLED APART  
BY HORSES

WHAT'S  
COOKING WITH  
BO NINGEN

A REMARKABLE IDEA!



SESSION NOTES, LIVE &  
EXCLUSIVE PHOTOS

A LABEL from...



UNIVERSAL PRODUCTION MUSIC

A REMARKABLE  
IDEA!

# A REMARKABLE IDEA



So here we are!

It's been a mad year of creation for us at A Remarkable Idea. We've been all over the world, recording and taking pics wherever we go and I wanted to share some of that with you, as well as what's to come.

I realised just over a year ago that I had a serious itch to set up a label that produced exceptional music for Film & TV, but also one that took it a step further (as I always like to do) by having it encompass and feature WORLD-CLASS artists and producers. So, I set about reaching out to friends and recording allies past and present, and here we are.

We're all about the community of music at the label. We just want to make good music and work with good people.

I live for artistic detail. All our collaborative albums are based around analogue techniques and tape recordings. We only use modular synthesizers, thrashing guitars and mind-blowing live orchestras etc. to create our music; even our artwork is designed by concept artist, Sara Serna in Medellín, Colombia. Every piece of our detailed puzzle is pulled together with artistry always front of mind.

World-class. And FUN. We hope you love it as much as we do.

P.s you need to check out the recipe on page 8. Monchan, one of my brothers from Bo Ningen cooked Japanese food for us everyday in the studio, insanely good! We love you Monti!

- Benson Taylor

MAXIMO PARK,  
FRASER AND  
PAUL SMITH



## The growing synergy between commercial artists and production music



According to **Noisey** 80% of the music we hear each day is a product of anonymous producers and artists – that could be whilst watching your favourite TV show at home, an advert or sitting through the trailers at the cinema, box of popcorn in hand.

A Remarkable Idea is changing this notion of anonymity within production music by creating a bond with commercial artists across an array of genres – from Alt Indie Rock to Funk. Between them, these artists (including Bloc Party's Kele Okereke, Maximo Park and The Twilight Sad) have sold over **3.5 million albums** worldwide and had **17 Top 40 records** across the US, UK, Europe and Australia. On top of that, they also have **4 million monthly listeners** on Spotify and have collectively been nominated for **3 Mercury Prize** and **9 NME awards** – which is no small feat.

Blending the creative power and flair of commercially acclaimed names with the magic, richness and craftsmanship of live recordings enhances A Remarkable Idea's unique stance within production music and revolutionises what it will mean to its listeners.

**Noisey's** thoughts on "library music [being] an evolving cultural record, chronicling the zeitgeist" is an accurate depiction, as this hasn't been the first time production music has taken a leap into the commercial realm. In 2016, Friendly Fires frontman Ed Macfarlane released a compilation album filled with 80s synth soundscapes and ethereal effects to boot. The album, **Glistens**, received mentions in well-renowned publications including **NME** and **Clash Magazine** and was released on vinyl. Tom Furse from The Horrors' delved into the Bruton Vaults Anthologies to handpick a selection of Exotica tracks for the album, **Tom Furse Digs**.

All these releases can be found on [universalproductionmusic.com](http://universalproductionmusic.com)

Furse later went on to release his debut solo EP 'Child of a Shooting Star' which was inspired by the Bruton Vaults release. In an statement, Furse said: "Oh the curious world of library music [...] there are gems here to be found; shining and unique oddities".

It's no secret that sales of commercial vinyl have been on the rise for a while now, but the instalments of collectible vinyl under the production music model illustrates another link between the two music worlds. As well as getting your plastic fill with Ed Macfarlane's **Glistens**, a recent release showcasing the Bruton archive was the **Samplethon 10**". This featured a group of 'renowned UK diggers, producers and beatmakers' gaining access to the Bruton Vaults archives and challenged to create a track in a day using the Bruton Vaults archive samples. Needless to say, the results were fantastic, proving again how these hidden production music tracks can be given a new and relevant spin (literally).

A Remarkable Idea's artist roster can now tick 'working on music for film and TV' off their bucket lists, and when speaking with them, a genuine feeling of fulfilment can be heard. Whilst Bloc Party's Kele Okereke admits "it's been something I've wanted to do for a long time", Alt-Rock band Pulled Apart By Horses (PABH) have also been scratching that creative itch: "working with Benson Taylor and A Remarkable Idea has been a refreshing and exciting new experience for us. Creating original music and exploring new avenues has been a thrill."

"I'm more than excited to be involved with this awesome artist-led label with true global reach" says Lack of Afro, who features on the Funk album. And with recording sessions taking place all over the world, from Baltimore to Brighton no less, A Remarkable Idea are helping to spread the awareness of connecting commercial artistry with production music styling wherever they go.

Some library music can get lost in the ether if it's not commercially available or used in trailers or adverts, which is why this growing synergy between commercial artists and library music is incredibly valuable to the industry, especially when talked about by band members who are currently on the tour circuit or releasing records.

So, watch this space or the next advert that appears on your TV screen - you might just hear a familiar voice.

turn over for interviews with Pulled Apart By Horses and Maximo Park later in the issue.

-Charlie Craft

Leeds four-piece Pulled Apart By Horses are no strangers to selling out venues, ferociously pacing and pounding across stages all over the globe, but what's it like when they park up the tour bus and jump into the recording studio a little closer to home? Universal Production Music sat down with their guitarist, James Brown, to delve a little deeper into the creative process behind the Alternative Rock album for A Remarkable Idea.

How did the album for A Remarkable Idea come about?

We met with Benson about a year or two ago. He explained about some ideas he had and we were super intrigued by his outlook and vision. The whole thing came about really quick and we ended up sharing our ideas with him and went into the studio within a few weeks. Most of the material was brand new stuff, rather than re-hashing old unused tracks. The whole thing was a proper buzz for us.

Did you take a different approach, writing music for use in tv & film etc?

We do and we don't I guess. It still has to have the PABH mark on it or it wouldn't sit right with us. But some of the tracks are certainly a departure from tunes we've released in the past. I think we've stepped up some of the tunes to feel a bit bigger and weighty production wise. We also tried out a few different ideas, like a slide guitar track called 'Lost And Found' which has a real dirty blues vibe to it. It was definitely something that was in the back of our minds in the studio and when writing the tracks.

How does this album differ from the commercial music you've released? Was there any restriction? E.g. themes, topics, sound?

There was a nice element of freedom to the project, which is something that is going to be super welcoming to any artist. We didn't have to worry about what anyone thought about the material other than ourselves and Benson. So we did things without thinking too much about them and just ran with cool and different ideas. One of the tracks has Tom (our vocalist) literally performing spoken word for about 4 minutes which is something we've never attempted before.

Where did you record the songs, feel free to geek out on equipment?

We demoed the songs at our own studio at first and then took them into The Nave which is a new recording studio in Leeds owned by Peanut from the Kaiser Chiefs. The studio is absolutely awesome and huge in size. It was the perfect environment to relax with new ideas, reflect on what we'd done and try to have fun with everything. They had a few Space Echo units which got used on a lot of vocals, playing around with those units was freaking awesome. // The whole thing was a proper buzz for us //



## AN INTERVIEW WITH PULLED APART BY HORSES

"One of the tracks has Tom literally performing spoken word for about 4 minutes which is something we've never attempted before"

What can we expect from the songs and which is your favourite?

I love all of the tracks equally at the moment, really hard to put a finger on a firm favourite as they all still feel brand new and we've never played any of them in a live setting. I did really enjoy recording the track 'Lost And Found' though. Getting to play slide guitar all day was a really refreshing thing for me to do in the studio as a guitarist. The songs are a really eclectic mix of genres and sounds, so it's all pretty diverse and interesting musically and production wise.

What influences have impacted the band for this release?

Personally, I'd been listening to a lot of The Fall and also The Rolling Stones, which you can totally hear in a couple of the tracks. I'd also been binge watching The Walking Dead at the same time, so got some little ideas and sounds stuck in my head from some of the music in the show.



HALLÉ  
MUSIC  
TRUNK

# Behind THE SCENES With the HALLÉ ORCHESTRA

The Hallé ranks among the World's top symphonic orchestras and was founded back in 1858, in England by Sir Charles Hallé. When they're not performing for British Royalty, or at the BBC Proms live from Royal Albert Hall, they're in the studio recording with A Remarkable Idea.

If it's good enough for Her Majesty the Queen, right?

Guided by at least 7 Knights of the Realm since it's early formation, The Hallé is now under the musical direction and steerage of Sir Mark Elder CH.

The players in the Hallé are among the finest in the world, and have played on some of the greatest ever-recorded film scores, including the Star Wars and James Bond franchises. They hail from 14 countries all over the world.

A Remarkable Idea worked with The Hallé on their third album and are excited to show you what's next. The next recordings will be streamed live, so keep your eyes peeled!





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ALLÉ

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Here are some  
behind the scenes  
photos from our many  
recording sessions,  
Shows and the  
writing process

*In the Studio.*



DEPENDENT  
TUE  
MAXIMO PARK

Mf - Call Me Home

A Remarkable Idea

# COOKING UP A STORM IN THE STUDIO AND THE KITCHEN

Selling out venues worldwide can be exhausting, which is why Japanese noise rock band Bo Ningen always make sure they take to the stage on a full stomach.

We found out what culinary delights were on the rider during their recording session for the Alternative Rock album.

Caution: Don't read if hungry.



AS FEATURED ON THE ALTERNATIVE ROCK ALBUM (ARI102)

## Menu // メニュー

1. Ginger Pork Steak + Salad (Cook Time 20mins)  
豚の生姜焼きとサラダ
2. Egg Fried Rice (Cook Time 40mins)  
卵チャーハン

### Ginger Pork Steak // 豚の生姜焼き Servings : 2 People (2人前)

#### —Ingredients—

- 2 Filets Pork Loin Steak (About 200g each)
- 1 Tbsp Vegetable Oil
- 1 Tbsp Sake (or White wine)
- 1 Spring Onion (Finely Chopped)

#### Seasonings (Sauce)

- 2 Tbsp Soy Sauce
- 3 Tbsp Mirin
- 2 Tbsp Grated Onion
- 1 tsp Grated Ginger

### Mixed Salad // サラダ Servings : 2 People (2人前)

#### —Ingredients—

- 1/2 Pointed Cabbage (Finely Sliced)
- 1/8 Red Bell Pepper (Finely Sliced)
- 1/8 Green Bell Pepper (Finely Sliced)
- Mayonnaise (Preferably Japanese QP Mayonnaise)
- 2 Sliced Lemon

#### —Method—

1. Grate onion, ginger and mix with the seasonings
2. Chop spring onion. Slice vegetables for salad and wash and drain them well.
3. Pound meat with the back of a knife to tenderize and sprinkle with salt and pepper.
4. Heat a large frying pan to medium heat and add vegetable oil.
5. Add meat and cook until golden.
6. Turn over then add sake. Reduce heat to low temperatures and put lid on. Stir for 4-5 minutes until cook thoroughly.
7. Add seasonings over meat and toss well until it glazed.
8. Remove meat and cut into pieces 2cm in width.
9. Serve salad and meat on the plate. Pour the sauce onto meat.
10. Garnish spring onion onto the meat and mayonnaise, sliced lemon on the side of salad.
11. Bon appétit! 召し上がれ!

### Egg Fried Rice // 卵チャーハン Servings : 2 People (2人前)

#### —Method—

##### 1. Cooking Rice

- Place the rice in a bowl. Add some water and gently wash the rice with your hands. Discard the water and repeat this process 3 times until the water is clear.
- Drain the rice completely using a sieve.
- Place the rice in a large saucepan and add 1+1/2 cups of water.
- Put lid on it and bring the rice to the boil over medium heat.
- Once boiling, reduce the heat to low and simmer for approximately 12 minutes. Keep the lid on until the rice is cooked (DON'T open it)
- Turn the heat off and let the rice stand for 10 minutes to steam with the lid on.

##### 2. Prepare Ingredients and set up everything by the hob while you are waiting for rice ready.

- Chop Spring onion and mince Garlic
- Crack open eggs and mix well in a bowl.
- Mix the seasonings in a small cup
- Salt and pepper

##### 3. Stir-fry

- Heat a large non-stick frying pan at high temperatures until smoking hot and put vegetable oil.
- Add eggs and scramble it, immediately add rice and stir well super quickly (This motion should be done in 30 seconds!)
- Stir for another 1 minutes and add garlic and spring onion.
- Stir until nice garlic smells come out (Approximately 3minutes) then add seasonings and reduce heat to medium heat.
- Mix well seasonings with rice and cook for 2 minutes.
- Finish with salt and pepper to taste.

4. Bon appétit! 召し上がれ!

#### Ingredients =

- 1+1/2 cups Sushi Rice (About 270g)
- 1+1/2 cups Water
- 2 Egg
- 2 Spring Onion (Chopped)
- 2 cloves Garlic (Minced)
- Seasonings
- 1tsp Chicken Stock Powder
- 1tsp Soy Sauce
- 1tsp Oyster Sauce
- 1tsp Sesame Oil



"They really enhance whatever context someone chooses" Maximo Park frontman, Paul Smith says, about creating tracks for TV and Film – a new venture for the Newcastle quartet. Since forming in 2000, Maximo Park have explored their musical range – from being indie rock regulars, to taking a more political pop stance in recent releases.

So, what happened when the four-piece met Benson about making music for A Remarkable Idea? "The idea of making bespoke material for use in other creative industries was appealing to us on many levels, so we went to Leeds and recorded five new songs. It was a quick, and very creative burst of energy."

"We recorded in an old church in Yorkshire called The Nave - it's Peanut from the Kaiser Chiefs place. It was fun to go into the studio and just use what was lying around. We recorded live as both ourselves and Benson preferred the method that'd capture the spirit of us playing as a unit. You can hear a more natural flow to the songs as we build the cinematic dynamics into the pieces."

Even though their commercial music has already featured across different mediums, writing specifically for TV and Film inspired a different approach. "We really ramped up the drama - the quiet sections are really reflective and cinematic, while the louder sections are gritty and aggressive. My lyrics always try to paint a picture and evoke a particular mood."

"There was a lot of freedom, but then, that's how we approach everything we do. We don't like to repeat ourselves and try to consciously evolve with each of our own albums, and this set felt easy to write because we have no idea where the songs will end up. The guitars and keyboards are pretty distorted and stacked up compared to some of our songs, but thematically, romance and human folly are never far away."

EXCLUSIVE INTERVIEW WITH

# Maximo Park

Paul Smith's top tracks from the *Alt-Rock* album:

- 'Dirty Secret' – "It's my fave because Dunc's fuzzy guitar riffs are so good. There's a bit of an early Smiths yodel in there too if you can spot it!"
- 'A Lifetime Waiting' – "It's an atmospheric, spoken word ballad that turns seriously epic, and the way that song blossomed in the studio really surprised me."
- 'Hung Up All My Hang-Ups' – "This has a low-slung, grungey quality that I really like."
- 'Too Serious' – "As the title implies, doesn't take itself too seriously, and has a bit of swagger before reaching a swelling, broody mid-section that leads the song to an unexpectedly soaring conclusion."
- 'Lonely Lately' – "While the other songs are guitar-heavy, this is a catchy electro-rock number, which won't surprise people aware of our prominent keyboards, but might be a nice curveball to the casual observer."

"Speaking for myself, I wanted [the tracks] to sound like a modern rock n' roll band, so I was thinking of sounding like The Strokes on 'Dirty Secret', but deliberately writing lyrics about not being cool, and being an outsider, which is not very Strokes-y."

'Lonely Lately' reminded me of Metronomy, whereas 'Too Serious' and 'Hung Up My Hang Ups' are more post-punky and have a lyrical cynicism to them, like Protomartyr, who I really

like. I wanted the vocals to have the intelligent yet emotional impact of someone like PJ Harvey. No pressure then!"


**"I ended up using a Mexican telecaster threaded through a zvox lofi junky and fuzz factory along with any weird or wonderful looking pedal I could add"**

Shortlisted for

Mercury Prize

David Lynch →





## HOW A REMARKABLE IDEA ARE PUTTING THE 'UNITY' IN COMMUNITY.

Most of us will go to at least one gig in our lifetime - whether it was a Christmas present from your sibling or you got lucky on the pre-sale after eagerly refreshing the page on a ticket website; there's always an opportunity to see live music. And here's why you should keep going.

You can feel it as soon as you walk into the venue - everyone leaving their preconceptions and judgements at the door. Fully immersing themselves in the music is the only thing on the agenda - whether you're moshing at the front with friends or dancing solo at the back, everyone has a part to play. Songs that soundtrack even the most mundane moments - from the commute to work or washing up, transcends into a euphoric experience, where you're suddenly jumping about in a room the size of your living room with people you've never met before.

A Remarkable Idea's artist roster are well-versed in the touring scene, sharing stadium stages around the world with the likes of Muse, Foals, Biffy Clyro, Kasabian, and The Cure, as well as at leading festivals: Glastonbury, SXSW, and Coachella. With a line-up big enough to fill a festival themselves, A Remarkable Idea understand how culturally significant live music is and how it goes hand in hand with recorded music.

These worldwide touring artists brought their tips and tricks to the studio for some live recordings, helping to bring the unity felt at a gig straight to your earbuds.

**"The focus on the essence of live recording brings a pureness and soul to the heart of this project" says A Remarkable Idea's founder and composer Benson Taylor,**

who reveals community is a big aesthetic of the label. This community is international and follows these artists all over the globe, offering a space where people can come together and enjoy the music wherever they are in the world.

Make sure you embark on these opportunities of musical escapism and try to catch these artists live while you can; get ready to embrace the sticky floors of your local gig venue whilst shuffling to the beat, queuing at merch stalls for pins to adorn your favourite denim and most importantly, a night to remember. Or, you can just listen to the live recordings and imagine you're there amongst it all.

-Charlie Craft



LIVE  
Glastonbury



A Remarkable  
live!



live  
London  
SOUTH BANKS.

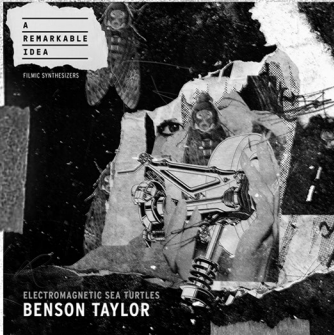
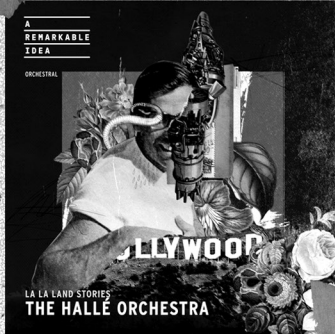
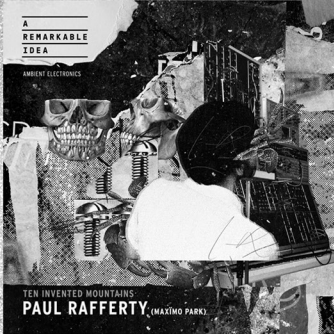


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Doodles and pics by the artists.

**A  
REMARKABLE  
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A new label from  
**Universal Production Music**  
featuring world-class artists\*  
and producers.  
wrap your ears around their work.

\* Plus **NME** Award  
Winning Artists



all albums available to audition  
& download now from  
[universalproductionmusic.com](http://universalproductionmusic.com)