

CARL MALONEY · INTERVIEW · RGM INTRODUCING · RGM JAPAN · RGM NORWAY · 4 MIN READ

SIENNÁ INTERVIEW – RGM INTRODUCING

Hiya Sienná, thanks for joining us in the virtual RGM lounge today. Grab a brew and take a seat.

Thanks for joining us today… Tell us bit about where you are from and how you got into music?

Thanks for having me! My name is Sienná, born and raised in Kyoto (Japan) but I´ve been based in Oslo (Norway) for many years now. My journey into music began with the piano around 4 and a family collection of classical vinyl records that I could play anytime on our stereo system, which was so much bigger than my body.

What's the live music scene like in Oslo right now?

Many iconic venues have shut down over the decades. Although, I think Oslo still has a good and vibrant live music scene for a city of its size. It offers everything from underground club gigs and jazz nights to large arena concerts, driven by passionate music communities and diverse venue.

Anyone we should be looking out for (bar you, of course)?

Very hard to answer! Norway produces a high number of exceptional musicians relative to its small population due to strong public music education, cultural funding, and distinct regional styles. If you look to Norway, there's a very good chance that you´ll likely find someone truly interesting and brilliant.

Whats your thoughts on all this talk about Indie poo going round the socials at the min?

I prefer so-called "Indie poo" made by humans to AI-generated music!

What's the biggest thing you hate having to do to showcase your music?

I´m quite tired of hearing that my music is Japanese in Norway, but it´s Norwegian in Japan.

What are your ambitions?

I want the AI to admit that I´m a damn good songwriter one day.

What's your view on the Music industry today?

Everyone has more ways to create and release music today, but standing out is so much harder due to extreme competition. A flood of AI-generated music, and AI-driven by copyright disputes make the situation even more chaotic. Human creators are being financially squeezed out of the industry's entry-level and independent tiers. We need to organize this disorder.

Whats the biggest thing you have learned recently as you progress with your music?

I and a group of Norwegian music producers had a brief discussion about an AI-generated song. It had a weird progression. "A song with a punctured tire" was the group´s description. To be honest, even though the song wasn´t similar to mine, it still reminded me a bit of progression in my own music. So, there I learn that my music might be a car with 4 punctured tires that keeps rolling for a long distance.

What's currently in your ears and on rotation at the moment?

It has always been, and always will be MC Hammer "Can´t touch this".

What was your funny experience on stage? Any stories to share?

We started to play a danceable opening tune. Because the stage was built with highly bendable wooden planks, the whole stage started to vibrate due to us tapping our feet to music. When the song reached the halfway point, the vibration became waves. I was playing, singing, acting as if nothing was happening while supporting my equipment to keep it from falling. By the time the song ends, the stage was a trampoline.

Got any fun, funny stories from life on the road?

Everytime I bring back some rare chocolate bars from tours, the Customs at the Norwegian border must always snap them into pieces.

I hear you have new music. What can you tell us about it?

My new album EMA is described as a colorful, avant-garde collection of electronic music deeply inspired by nature. I want to shamelessly self-promote this album for you if you´re curious to find out why the nail in front of you stuck completely out. You might be positively surprised if you could break normal routines and give a new thing a chance. Hopefully it can refresh your mind, and maybe, add different type of excitement to your personal playlists.

What was the recording process like?

My creation process for EMA was done outdoors on a notebook. The recording process later was all about sketch realization and translation from images to sounds, starting with much playful experimentation, creating and editing synthwave on the synths. Then, selection from hundreds of improvisations that reflect my original images. Repetition of meticulous and detailed works in loops – perfect for a nerd.

Would you change anything now it's finished?

No. If I want to change anything now, it´s going to be new music instead.

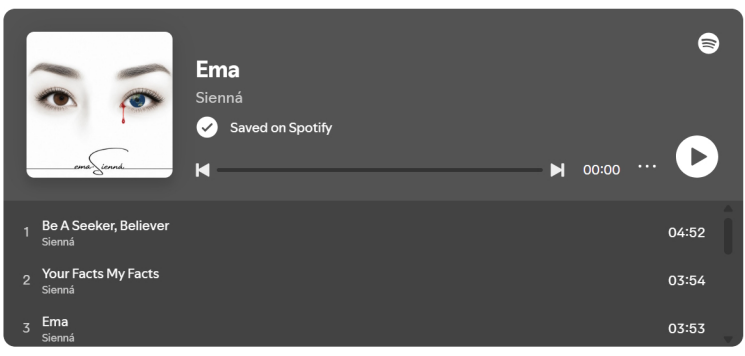
Is there anything else you would like to share with the world?

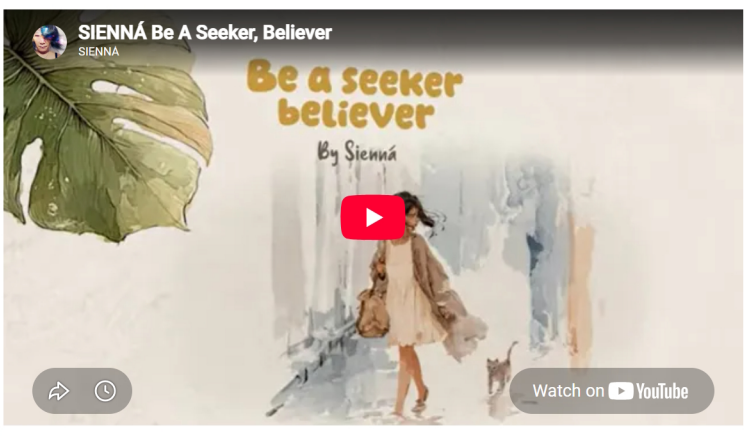
I dedicate this Japanese proverb to you all: "Where there is pain, there is joy" Even though the world seems to be sad and cruel at times, there´s beauty is all around you, waiting to be discovered. Keep shining and spreading good vibes every day!

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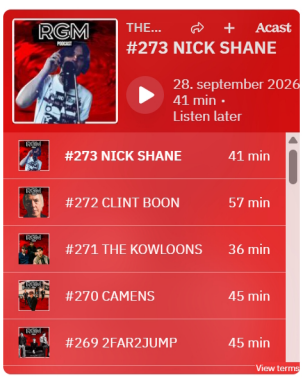
Carl Maloney is the Founder / Owner / Dogsbody of RGM. He has worked in the music industry for over twenty years, Promoter // Podcaster // still blagging it.

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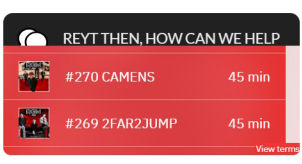


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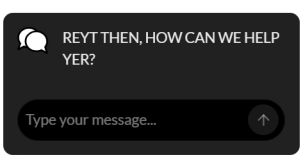
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