

*Meet the most  
interesting  
artists.*

OCTOBER



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WHAT'S NEW?  
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# INTRODUCING: NESS NÖST

Tell us a bit about your influences.

I've got such a range of influences in terms of genre and decade. I think the first most influential ones would be the folk singer-songwriters of the 60s and 70s. Joni Mitchell is a huge one for me. Not only her musicality but her vocal ability, and the way she arranges songs. Her lyrical skills have absolutely influenced how I write. Also from the same time, Neil Young, and CSNY. The Beatles and their entire discography had a big impact on me. Then R&B and Jazz. Erykah Badu, Ella Fitzgerald, Nina Simone, Amy Winehouse all vocally. I'm influenced by people's stories, by nature, by how things feel.

How did you start?

As early as I can remember. I was a big writer, I wrote a lot of poetry and then lots of short stories and pros. That translated to lyrics eventually, but the first musical notes happened on a piano which has always been my first love (although I'm least trained in it.) Then I picked up guitar like most of my family had, and kept writing and creating. Performing a lot as a kid and into my teen and pre-teen years, went to theatre school, kept playing and collaborating, pushing, writing songs, and performing until it started taking notice and building into a career.

What obstacles does an emerging artist have to face in our time?

The world right now is a double edged sword for artists. On the one hand you have an incredible amount of information, opportunities, and accessibility to things artists just didn't have in previous times, largely due to technology...but on the other hand, it's a very saturated time for music. There is just SO much, it's hard to stand out. It's not to say that it's not possible, of course, I wouldn't be doing this if I gave into the notion that it's impossible to make it as an artist, but it's tough in that way. You have to be so exceptional to be seen. People want a whole personality now, not just music. They want content and videos and talking heads. Triple threats and beyond just to keep up with the flow of traffic in the industry. You gotta be so ready to pivot and accelerate into the fast lane to survive because stuff is changing so fast.

What worked for you marketing-wise? What advice or tips would you give to new artists?

I would say persistence and commitment to branding. I've experimented a lot in the last couple of years with branding. I have a graphic design background so love the design elements of creating visual storytelling while marketing music. People are very visual with how they consume media right now, so it helps to have a bit of an anchor aesthetically and also on a deeper level, that ties people to your work. Whether it's a really creative photoshoot, video shoot, or graphics, something that draws people in and catch their attention is key.

What are your goals? Where do you see yourself in five years?

One goal is to get my music into films and television. I've honestly had that dream since I was really young. My recent EP I think would work really well in a film context, and it would be such an amazing moment to hear my own music played underneath a cinematic story. I also aim to play some bigger stages in North America and Europe. To perform at bigger festivals with my band, or even solo, and really feel the energy of those crowds is also a dream from a long time ago. To share my music in an authentic, powerful, vulnerable way with new audiences all over the world for sure is a goal. In five years I hope to be a financially stable musician touring the world, and road-tripping to my next gig.

Tell us about your latest or upcoming release.

My upcoming release is my song "The Regular" which is track 2 on my 5-track debut EP "Working Hours." It is the most anticipated track off of the record, as many folks have heard this song live.

This story follows a woman (the protagonist of the EP) working in a restaurant. She is confronted by a man (a "regular" of the bar) who frequents her place of work, looking for her companionship and takes it too far. This quickly becomes a grey area where she has to choose between making a living or standing up for herself against an overbearing man who takes her kindness for consent. This is a scene that occurs in many places of work, for many women. Boundaries get crossed, and women are put in situations where they have to choose money or dignity. This song contains cello, guitar, drums, lots of vocal layers, and a good amount of vulnerability. The whole EP is autobiographical, and I aim to connect with audiences with the music as well as the message that it carries.