

Indie Label Spotlight - End Sounds



This week we bring you a label from our own backyard here in Austin, TX – **End Sounds**. The Label was founded in June of 2001 and is owned by Jonathan Gill and Keith Underwood. At SXSW 2009, we saw three of the label's talented artists **True Widow**, **Death in the Park** and **The Escape Frame**. They have plenty of things lined up for this coming year like promoting a solo country project by MxPx's Mike Herrera called **Tumbledown** which was released in May. Sweet-natured Jonathan told us a little bit about the label and what they've got going on.

So what is End Sounds all about?

End Sounds is a record label born and bred from punk and hardcore subcultures but not stylistically and musically confined by them. I hope people see End Sounds as a representation of the label's slogan, "Purveyors of fine music." Essentially, like all good labels, I wanted someone to see the End Sounds logo on a product and know that regardless of the style of music or era...that's it's quality and worth spending their time exploring.

How was your experience at SXSW 2009?

I had a great time, but truth be told I didn't get to see many shows outside of our own bands. This was the first year that End Sounds had an official showcase and I also spent a few hours a day at SXSW's Indie Village answering questions and talking to people. Indie Village was a great experience and I hope that as it grows we get to participate again. End Sounds also had a fun party with a one-time only all-star Minor Threat tribute band called Filler, Madball, and a good chunk of the active End roster at the time. The band consisted of members of Gorilla Biscuits, Rise Against, GWAR, Riverboat Gamblers, Warzone, and Gallows. I know it's not punk rock, but I actually cried that night...Filler was so good. I'm going to have another party/show for SXSW 2010 and we've got quite a few surprises in store.

Who are some End Sounds bands you're excited about this year?

The Mag Seven have their third End Sounds full-length coming out this October and has an unexpectedly jazzy/bossa nova sound. The 100% instrumental band features members of Black Flag, Descendents, Toadies, All, Only Crime, and Hagfish. They are actually recording what could amount to three records this year, all with different musical styles and themes to them, so I'm extremely excited for people to hear the material over the next year or two. This year we also released the debut album by Mike Herrera's Tumbledown. Some people know Mike Herrera as the singer/songwriter for MxPx, but since at least 1998 Mike's been writing these Frankenstein country/pop-punk/rock-a-billy hybrid songs. I used to work for MxPx and for Mike's own label so I remember things like him naming MxPx tours after Willie Nelson songs. The Tumbledown record holds a special place in my heart since after all these years Mike trusted me and my work enough to release his debut solo album on End Sounds.

What artists are playing on your iPod the most these days?

Ornette Coleman, Propagandhi, Descendents, Jay-Z, Superdrag, Tiger Lou, and True Widow.

What is your absolute favorite thing about living and running a label in Austin, TX?

I've lived in Austin for 6+ years now and one of my favorite things is to see both people and the town grow while retaining the essence of who they are.

POSTED 07/15/09 BY VAL IN

• **MUSIC MARKETING +**