

R U N E G R A M M O F O N



Rune Grammofon is a label based in Norway, operated by Rune Kristoffersen who replied to our questions on August 26th, 2002.

- I'd like to know a little biographical information about you, such as how old you are, where you grew up, your schooling... Any sort of information that could help readers to understand how you got to be who you are today.

I'm from Oslo, 44 years old and had a very normal, happy upbringing. Discovered Jimi Hendrix when I was 13, and that was it.

- Which friendly piece of advice would you give to someone who wants to start his label ? What used to be tape-only labels are now CDR-only labels. Do you think it makes it easier for people to start their label and run less risks ?

Go for personality and quality in everything you do, never compromise. Of course it's easier now, but it's also easier for the musicians themselves to set up a label. But it's also easier to drown completely.

- *To me the role of a label should be to discover new acts, help them get promotion, distribution, spread the word on their creativity. It seems that could be the motto behind your label. Right ?

Absolutely

- Could you introduce us to some of the acts on your label ? (names, how you met, anecdotes...)

Some central acts are Supersilent, Alog and Spunk.

- **I have noticed that your records are distributed and promoted by ECM, closely working with the Universal major company though they aren't commercial. How did this happen ? Generally, those type of distributors sell in priority to chain stores. Is it good for your records to reach those music supermarkets ?**
- **Can you keep things, prices under control and thus avoid mass-distribution in certain countries ?**

Well, if the idea is to spread music you feel deserve it, then you want the best possible distribution. A major doesn't have to be the "best", but it can certainly offer some really good possibilities. ECM is a big independent label that in certain countries have found it best to use major companies.

- **Today, there are more and more chain stores and less and less passionate/smaller record shops. Are you affected by that (de)evolution, or did you deliberately chose to stay away from that "market" ?**

I already run a very small and marginal operation and can not allow myself to be affected by these things. I have to trust my intincts and believe that quality eventually will find the customers interested in it. I wouldn't mind operating outside the traditional marketplace, but I also have a responsibility towards my artists and have to try to do whats best for them.

- **What gave you the reason, or motivation to start your label ? Weren't you satisfied with other labels'music ?**

In Norway there was a gap that needed to be filled, and plenty of interesting artist that needed a "home".

- **Did you start with a certain idea, concept ?**

I wanted quality music by artist willing to stretch the limits, a graphic profile and good packaging. I also wanted to build up a solid catalog that can last the test of time.

- **How would you describe a typical Rune Grammofon act ?**

Uncompromising, adventurous and with a view to last for a long time.

- **Why did you chose to give it your first name, Rune ?**

Rune because it's a Norwegian name with relevance to what we're doing, being an ancient writing language carved in stone.

- **Most labels have an example, or a favorite other label which they like, and you ?**
- **Any label you could say was an influence on you ?**

4AD, Factory, ECM, Tzadik, early Virgin

- **Any label that you think has been influenced by yours ?**

That is probably a bit early

- **You pay a lot of attention to packaging and your website is good-looking. Could you give us details on Kim Hiorthoy, who is in charge of the design ? What is according to you the most beautiful record/art-object you ever issued ?**

Kim is 28 and something of a multitalent. Apart from designing books, cds and posters he draws, writes, makes videos and is a musician as well. Among my favourites are Nordheim/Electric and Phonophani but they're all very good.



- **Often people do not consider "microsounds" to be rich and believe that very few is happening... Often associating it with the theory of "less is more", whereas a lot of things and ideas can be noticed in the music of many so-called "microsound" artists.**
- **Would you say that this is because many listeners :**
 - a) do not listen
 - b) do not care
 - c) can't understand the subtelties

People don't often have the time to listen closely to music anymore, which is really a pity but also understandable since society in all aspects is getting faster all the time.

- **Could you give us some precisions on the actual scene in your city ? Any other label, activists that you feel close to ?**

Smalltown Supersound is an Oslo label I really like and Blå (blue) is a very important club.

- **Anything to say on the musical situation in Norway, Denmark, Iceland countries today ?**

I'm probably too close to comment on it, but the electronica/improv scene in Norway have brought us some really good music the last five years or so.

- **How does your selection process work? Are they pieces personally requested, or volunteered to you ?**

I get cds sent to me, either because I've asked for it or as demos.

- **Is there anything that you regret or that you'd change if you could ?**

Not really, no huge mistakes

- **Any album or band that you wish you had issued on RG ?**

Motorpsycho, Jaga Jazzist

- **What are your goal as a label. Futureplans ?**

Just to build a strong, solid catalogue of quality releases

- **Upcoming releases ? Please give some details on every band, name of the record, etc...**

Food "Veggie" UK/Norwegian jazzquartet produced by Deathprod

Maja Ratkje "Voice" Solo debut from Spunk member

Supersilent "6"

And a double compilation with mostly exclusive tracks from RG and new artists packaged with a hardback book designed by Kim Hiorthøy.

www.runegrammofon.com/