**All About the Process**

**The Greville Tapes Music Club reinvents the collaborative process.**

By Matt Carter

“It’s one of those things I’ve had booting around in my brain for I don’t know how many years,” said Peter Rowan. “As someone who doesn’t make music, the collaborative process is mind-blowing to me. Watching musicians who never rehearsed together get on stage and jam like they’ve played together their entire lives. That to me is just magic. It’s mystical.”

In spite his admitted lack of musicianship, Rowan is responsible for helping bring some of the East Coast’s most recognised musicians out of the coffee shops and basement venues, and onto stages around the world. From Sloan to Eric’s Trip to his later work helping delevop Julie Doiron’s career as a solo artist, his impact and love for music in undeniable.

Rowan is also a passionate curator. His interest in bringing together artists for a collective experience fueled the creation of two major Canadian music festivals – Halifax Pop Explosion and POP Montreal.

“I love curating,” said Rowan. “Lots of thought goes into every band and all the different threads that tie everything together.”

And he’s at it again. But this time he’s taking a different approach. By distilling down his collective passions to their purest form, Rowan created The Greville Tapes Music Club, a unique pairing of artistic vision and musicianship, the premise of which is at its heart quite simple – bring some unlikely musicians together in the studio and see what happens.

“There is a Jean Luc Godard clip on Youtube of him in the studio with The Rolling Stones as they envision, write and compose Sympathy for the Devil,” he said. “It’s about 12 minutes long and clearly demonstrates the process.”

The process, which is a major part of the excitement for Rowan, will take place in the home-based recording studio run by Colleen Collins and Dave Trenaman (Construction Deconstruction) in Port Greville, Nova Scotia.

“Their place, that space, that area, them, I’ve literally spent that the past few years wracking my brain trying t figure something to do down there.”

Inspired by the collaborative spirit that exists within much of the East Coast’s music scene, with artists willing to help each other out with any list of tasks was a real inspiration in helping this idea become a reality.

The first chapter in this experiment is currently underway. Fredericton’s Motherhood and Ottawa-based multi-instrumentalist Catriona Sturton have taken up residence in Port Greville to explore the process. Following a quick hibernation which involves writing and recording some original material and a pair of cover tunes, both artists will hit the road for a six-date Maritime tour, complete with limited edition cassettes (produced on the spot at the merch table) featuring the results of their collaboration. And that’s just part of what this ambitious project is all about.

Stones quote

To test the idea and process involved, Rowan has put together three musical pairings and is finalizing a fourth. To date, he has Motherhood with Catriona, Julie Doiron with Nastypants and Little You Little Me with Emon Mcgarth.

“This initial series involves four pairings and from that we’ll produce four 12” 45 RPM 12” singles,” said Rowan. “They’ll be available through a subscription basis sort of like the classic SubPop singles club. Theoretically, I’m hoping to have the vinyl of the first session ready by early April. I hope to have the fourth one ready for Sappy Fest.”

The Greville Tapes Music Club is more than simply a collaboration between two groups of musicians. It is a partnership centred on the belief that good things happen when people work together. In addition to the performers working to create and perform new original Canadian music, the project also plans to involve videographers, visual artists who will document the experience, promoters and venues to host performances, and a record label to produce and distribute the vinyl pressings.

“I think collaboration is everything when it comes to art,” said Corey Bonnevie, a member of Little You Little Me. “Everyone I play with plays in other projects. It’s the best way for artists to grow. If you’re never challenged yourself, you’ll never progress. Being around other musicians, I often see which ones I can try to grab things from. I’m usually thinking, ‘why’d they play it like that?’, ‘How do I play like that?’, or ‘How did they think of that?’. I never want to be the best musician in the room. Anytime I see myself progressing, it’s because I’ve been influenced by those around me.”

Bonnevie recently launched Monopolized Records, initially as a means to release the work of his own band. The label has now signed on to handle vinyl and digital distribution of the series.

“I’m excited to add this idea and series to Monopolized,” he said. “The label is super new and all of this is very new to me. As I’m writing this, I’m in the process of paying off the rest of what I owe to the pressing plant for the LYLM record. Vinyl is so exciting to me. I’ve been listening to vinyl, since I’ve been playing music. I never thought I’d have music on vinyl, especially start a label.”

Ambitious

“It is but it’s totally doable. The scale here is nothing ridiculous.

“there are three things that really allowed me to pull this together and one of them is Penelope and the Shifty Bits Cult. The keys to getting this going was to find the right people to be able to do this. Motherhood and Catriona where so enthusiastic right from the get-go. Having these two groups involved brings the kind of personalities that are going to thrive in these environments. Collective personalities and collaborative people. I’m pretty excited.”

2 of the next 3 confirmed 12.03

“part of this is to put people in non-obvious situations.

“More often than not there will be a New Brunswick artist as part of the pairings. There may be some exceptions but the nature of the whole thing is that we can bring in this amazing collective of people that are around us here on the East Coast. It’s is kind of limitless but it will always be rooted in NB.

Limited edition box set, POP Montreal – all four pairings (possibly)

“Between Monopolized Records, the Shift Bits Cult and Thunder & Lightening down here, and just a general positive response to ideas, this thing is happening.

“It’s pretty organic. It’s not too forced.

Incredible packages involved in the funding campaign

Indiegogo

December 3rd – Sackville – Thunder & Lightning Ltd. (w/ Construction & Destruction) [https://www.facebook.com/events/1643738459216198/](https://www.facebook.com/events/1643738459216198/%22%20%5Ct%20%22_blank)

December 4th – Halifax – The Company House (w/ David R. Elliott)[https://www.facebook.com/events/1716025088630348/](https://www.facebook.com/events/1716025088630348/%22%20%5Ct%20%22_blank)

December 5th – Moncton – Spin-It Records (matinee, w/ Riet Soda)[https://www.facebook.com/events/1513728945592694/](https://www.facebook.com/events/1513728945592694/%22%20%5Ct%20%22_blank)

December 5th – Saint John – Taco Pica (w/ Bad People) [https://www.facebook.com/events/1703412379874794/](https://www.facebook.com/events/1703412379874794/%22%20%5Ct%20%22_blank)

December 6th – St. Andrews – Bantry Bay Farm (house show)[https://www.facebook.com/events/143468632676853/](https://www.facebook.com/events/143468632676853/%22%20%5Ct%20%22_blank)

December 7th – Fredericton – ReNeu Boutique (w/ Pierre Von Biscuit)[https://www.facebook.com/events/537750723067737/](https://www.facebook.com/events/537750723067737/%22%20%5Ct%20%22_blank)