



## Interview with 3rd Kind Productions

Interview with Lorenz Kirchner from 3rd kind Productions and Azchael from rockinchina.com in October 2006 for Rock in China.



**Azchael:** Can you please introduce yourself and 3rd Kind Productions? Who are you and what are you doing?

**Lorenz:** My name is Lorenz also known as 小勞, I am running 3rdkind Music Production which started as a partnership of music producers in Manchester in 2001. We worked on various UK projects including Longview, Pioneers, and Loose Cannon. We produce records especially for alternative music artists.  
check us out at [www.3rdkind.co.uk](http://www.3rdkind.co.uk)

**Azchael:** What is your connection to China?

**Lorenz:** In 2004 I joined a trade mission of AIM (Association of Independent Music), together with other UK record companies we visited Hong Kong, Shanghai, and Beijing. I immediately realised that Beijing is the most exciting place on the planet in regards to musical developments, I simply had to get involved. I hooked up with Zhang Fan from Midi.

**Azchael:** You have recently released the Midi 2005 DVD in Europe (e.g. via Amazon UK), what is your connection to the Midi Festival?

**Lorenz:** I joined the Midi Festival in 2005 as a visitor for the first time, and I was amazed by the energy of the audience. Later I was offered the chance make a mix of the live recording for a DVD, and I didn't have to think twice to agree to do it.

**Azchael:** What were the obstacles of filming the event? What was easy?

**Lorenz:** I wasn't involved in filming the event, but I don't think it was easy, I know that the tight budget only allowed for a very basic cameras but I think they made a good job of the limited resources.

**Azchael:** Which one of the bands did you like best and... why?

**Lorenz:** My favourite band on the DVD... well I am quite pleased with the sound of Tong Ku De Xin Yang and Yaksa, I especially love Hang On The Box, we mixed their song 'Shanghai' but it was later deemed to offensive to include on the DVD,! Anyway another of their songs 'Roller coaster' was chosen, I also like XTX very much.



**Azrael:** What are your plans for the future? Do you want to intensify your cooperation with the Midi Festival? Are you looking for other Chinese partners?

**Lorenz:** Of course! We are currently working on the much improved Beijing Midi Festival 2006 DVD which is scheduled for release in China in February/March 2007 and might reach European shores around June 2007. Depending on the sales of the Midi DVD we are looking for more cool stuff from the Chinese underground to release on our label in the UK, the Joyside documentary 'Wasted Orient' by Kevin Fritz is one such candidate. We are also looking to release records of selected Chinese artists in the UK.

**Azrael:** What is your impression on the music scene in China?

**Lorenz:** At the moment alternative music is happening in small clubs and bars, which makes it very approachable and allows fans to get a close feel for the artists and feel a unique connection amongst the audience. Many bands are experimenting with styles and genres and there seems an obsession about it that is at times a bit bewildering. A good song transcends all boundaries of style I believe. But experimentation is good, and while many bands might not have found their own unique sound, there are some talents emerging who will certainly shape the future of music in China to say the least.

**Azrael:** What is the band Overload to you? What do you think of Black Panther?

**Lorenz:** Overload? Never heard of them, sorry. I still have a lot to learn about Chinese rock music.

Black Panther seems dated now, but I think they - or Dou Wei - wrote some really good songs. Unfortunately I can not understand the lyrics myself. A lot of Chinese musicians are influenced by them and I don't think they are a bad influence at all.

Azrael: Where do you see Chinese rock music in ten years? What are your expectations?

**Lorenz:** The rise of alternative and underground music in China is unstoppable I think. These are the pioneering days that will go down in history and will be looked upon in the same ways as we do on the developments of the 60s and 70s in the UK. And I feel privileged to be





involved right at the centre.

Ten years from now I hope we will have mainland China rock stars who will enjoy national exposure, along all the ever present pop music. Maybe we will also see some Chinese rock export successes with bands such as Hang On The Box being able to gain an international audience.

In any case I expect this to be an exciting and eventful time and I am sure to see the rise of new generations of talented and creative artists, and I'll do my part where I can to help them along their journey.

**Azrael:** Thanks for the interview :-)

**Lorenz:** You're welcome it's been a pleasure!