

# WILL IT BURST INTO A ROAR?

## Tutl

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Managing Director: Kristian Blak

Independent music publisher, established in 1977. Faroese, Nordic, international music. Rock, Folk, World, Jazz and more.



MARIA OLSEN

*Looking poised to be catapulted to success in troubled times for the big music labels—Faroese music is at last finding its way to fans in European towns after decades of hard work led by independent Tutl.*

THE DAUNTING TASK of promoting the music of not-so-well-known artists from a small, off-beat country would easily discourage anyone. But the Faroese, as you may know, don't have it in their nature to give up once they believe in something.

Enter music publishing independent Tutl. Founded three decades ago to help Faroese music artists get their stuff out—at least on record with some basic promotion—Tutl has gradually become known as a driving force behind what looks like the awakening of a sleeping... wave.

The word “tutl” means “murmur”—the Faroese usually associate it with the quiet splashing sound of waves or running water—and chances are that a growing number of people across Europe will be tuning in to the music.

A constant stream of releases from

Tutl, now at 30 titles per year, has slowly but surely made way for an upturn in the Faroese music business. Accordingly, the last few years have seen a growing number of Faroese music artists make headlines in neighboring countries.

Other important developments have contributed, notably the G! Festival (cancelled for 2008, too bad), not to



mention the various agencies and individuals whose efforts have helped highlight Faroese music—and still do.

Tutl managing director Kristian Blak recently joined forces with Christian Hald Buhl, a Danish music promoter based in Brussels, to create a touring plan designed to help build European success for Faroese bands and artists. The plan: Tutl Touring, a package that involves partnering with international booking agencies in European countries for one-year agreements on live performances in one or more markets i.e. Belgium, Holland, Luxembourg, France, Germany, Austria, Switzerland, and the Scandinavian countries.

More than 30 artists and bands have already signed up, including punk group 200, indie rock bands Gestir and Marius, experimental conceptualists Orca, crooner style artist Budam, singer-songwriter Guðrið Hansdóttir, and Nordic folk/world music groups Yggdrasil and Kvonn.

“Live performance is the way forward,” Mr Blak commented. “It’s the grassroots method of stimulating record sales and downloads and a sure way to build a following. The Tutl Touring concept is a fair deal that involves minimal risks for the musicians while at the same time guaranteeing vital exposure.”

*Managing director Kristian Blak (above); a few Tutl releases (left).*