

NEW RELEASE

Band: The Schema
Track: Those Rules You Made
Format: mp3 only
Release: 20th August
Label: none whatsoever

IT WAS EASY – IT WAS CHEAP – GO AND DO IT

30 years ago, the spirit of DIY music was spreading like wildfire throughout Britain. **The Buzzcocks** had released “Spiral Scratch” by themselves, with a few quid they’d borrowed from friends and family. **The Desperate Bicycles** yelled “It was easy, it was cheap, go and do it!” at the end of their debut 7”, and, taking their lead, **Scritti Politti** put out their first 7” with sleevenotes describing how they did it, where they did it, and how much it cost them.

In 2007, the process of forming a band is certainly no black art – you can’t walk through a city centre without bumping into someone with a guitar strapped to their back. But what about getting music released? Technology and the internet has, at least in theory, put the means of production, distribution and promotion right back into our hands. But how easy is it?

The challenge for **The Schema** was to record, release and promote a single in the space of one month, using a laptop and an internet connection. It’s released on iTunes on 20th August. It’s got more in common musically with, er, Steely Dan or The Doobie Brothers than its post-punk inspirations, but it **was** done purely with the help of some mates and online tools. How it was done and the costs so far are detailed on the blog at www.theschema.co.uk.

The Schema is a one-off, curiosity-driven project by **Rhodri Marsden**. In his youth, his DIY efforts produced a clutch of badly recorded 7” singles, horrible tours of the Czech Republic, and a couple of **John Peel** sessions. These days he plays keyboards in **Scritti Politti**, and writes for **The Independent** and the **Radio Times**, amongst others.