

SARAH WEARS DRESS BY LONELY  
HEARTS NICK WEARS JACKET BY  
WORKSHOP DENIM & HIS OWN HAT



#### MEMBERS OF ARTISAN GUNS PLAYED AT AN EXHIBITION PUT ON BY SARAH GOODING & NICK FULTON THIS YEAR

In 2006, Nick Fulton started a music blog called 'Nickystardust' while studying media and geography at Victoria University in Wellington. As writing for the blog, which evolved into 'Einstein disguised as Robin Hood', (after a line in Bob Dylan song *Desolation Row*), slowly began to take over his life, AUT journalism graduate and music writer Sarah Gooding came to the rescue, answering a bulletin Nick had posted on *MySpace* requesting help. In March 2008 'Einstein Music Journal' (EMJ) was launched. Now working from their home in Auckland's famous 'Big House', Fulton and Gooding's baby has become New Zealand's foremost MP3 blog, with upwards of 10,000 hits per month and counting. "The site is growing really fast, but it is very niche at the same time. Depending on who you are talking to, the readership may or may not impress," says Fulton modestly. Well, I'm impressed.

The site was set up, according to Fulton, in order to fill the gaping hole where the international promotion of indie music from New Zealand through writing should have been. The internet was the perfect medium to gain the worldwide readership that the blog required. "Some of the local bands we were seeing were so good, we felt like they should be breaking into the international scene, but they didn't really have an outlet." Inspired at the time by New Zealand groups *Connan Mockasin*, *Teen Wolf* and the *Whipping Cats*, EMJ was born. When asked which groups inspire them now, Fulton and Gooding easily come up with a list, including *Over the Atlantic*, *Dear Time's Waste*, *Bang Bang Eche*, *Die! Die! Die!* and *Sharpie Crows*. Fulton elaborates on his admiration of the latter group – ex-Wellington, now Melbourne-based *Sharpie Crows*. He's impressed by their ability to avoid the rules of the music industry and to build their reputation without the help of PR or labels, on a simple foundation of good music. In hindsight, I am drawn to compare this with what he and Gooding have done with EMJ, avoiding the mainstream, and building a good reputation and following through quality and consistency of content. In an industry that is today run by big record labels and PR companies, it is refreshing to put

down the 'music' magazines that tend to be dictated to by those who have the money to advertise in them, and read some unadulterated discourse written for music lovers by music lovers, such as that which can be found on EMJ. You won't have to sift through page after badly designed page where you can't tell which is advertising, a gaming review, fashion or actual music writing. Log on, and you will instantly find news, reviews, stories and interviews with bands and musicians that fit into the indie niche, alongside MP3s that showcase artists and enable readers to form their own opinion on the music being presented. "If a band wants to advertise with us, and we don't think their music will appeal to our readership, we won't take their money" Fulton says. On the other hand, they do not consciously let friendships with musicians and such affect what they write. Likewise, advertising on EMJ will not instantly grant you a good review, though they are bombarded with emails from record labels daily. The two are the only ones who write on the site, about whatever they want, and although they have distinctively different styles, their opinions rarely clash. Send in your music to be reviewed by either one of them, and you could almost guess what they are going to have to say about it, their taste is so consistent and opinions generally fair, well rounded and spot-on. So much so, that work from the site has been quoted in *New York* magazine, *Rolling Stone* and *Artrocker.com* among others.

The two make a great team. Gooding's smile is infectious, and her enthusiasm about music is never-ending. Likewise, Fulton's passion is clearly visible when discussing the music that moves him, and as a couple, their enthusiasm for what they are doing is inspirational. The two hope that the site will continue to grow, and that they will one day be able to live off writing alone, not just for EMJ, but for other publications too. They work well together, and agree that being based from their home together is one of the perks of the job. "We've got each other's backs," says Gooding, with her million-dollar grin. Interview Susan Strongman Image Stephen Langdon at Reload Agency Fashion Zara Mirkin Makeup Amy Elgar for MAC