

BASSETT & PARTNERS

APRIL 25th, 2008



Yeasayer at
Bottom of the
Hill.
SF, CA

The Inspiration Series: Communal Ecstatic Revelry

Bassett & Partners' Inspiration Series is designed to do just that: inspire.

The aim of our Inspiration Series is to trigger new ideas by providing unique points of views on a range of topics.

In our second piece, indie rock band Yeasayer gives us the inside scoop about how small bands compete in the Internet age.

By declaring the end of the rock star, Yeasayer's Chris Keating articulates original ways in which the modern band harnesses new media to outsmart big labels.

Although many outsiders consider digital technology to be intermediating, Yeasayer sees the Internet as the "most organic" way to stay in touch with their audience.

The Internet for the rising band is seen to be a vital tool to not only compete, but also to carve out new business models.

The concept of access is clearly pivotal to the way they create music through seamless collaboration - and to the way their music is then shared with the world.

Perhaps as testament to the profound changes in the Brooklyn indie music scene, Yeasayer is openly aiming to produce "pop" music which has historically been at odds with the DNA of indie band culture.

For those who are interested in reading further, Yeasayer was recently featured in the NY Sunday Times: [click here](#).

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