

# DARK OCTOBER – THE ROAD LESS TRAVELLED

**We at Lounge magazine, asked Dark October what he thought his best advice for anyone looking to get up inside the jazz music scene was.**

**Dark October, also known as Elliott, is a new age jazz artist dedicated to reviving jazz. Elliott has been playing for 18 months now and his debut single 'Near Green Hills', was his claim to fame as it reached 35 million views on Youtube. Since then, the only way has been upward, as he has signed with well known record label, ECM. and is looking forward to a tour of the UK in 2021. Thanks to ECM, his record label, we were able to ask him for his top tips for aspiring jazz artists.**

## 1. NEVER FORGET WHAT YOU'RE THERE FOR.

You can't let the dream get out of sight, the moment you let it out of sight then you can basically say bye-bye to that dream coming to life. I know way too many people who had the vision and the potential but put their dreams aside for all the wrong reasons.

## 2. SELL YOURSELF (NOT IN THAT WAY!)

As a musician, you have to make yourself and sell yourself, and not in the way that you're thinking of! I can assure you that you aren't the only local, unknown artist trying to make it big. You need to make yourself heard, put up posters and advertise your music on social media, do more than the next person who shares your dream.

## 3. KEEP YOUR FRIENDS AND FAMILY CLOSE

These people are the ones that are going to help you make this dream a reality so you cannot let yourself ruin relationships with these people, without them you are nothing. Once you're at the top, if you don't have the people who were with you from the start then you haven't been successful in your endeavours.

## 4. A TOP QUALITY INSTRUMENT WILL BE YOUR BEST FRIEND

Now I'm not saying that your actual

best friend isn't going to keep being your best friend but it is vital to have a sweet instrument that you can rely on. I know that price can be a difficulty but without my special little trumpet I'd be a nobody. I've had my old reliable by my side for longer than I can count and its never let me down. How else could I be the hottest prospect that the genre has ever seen ?



## 5. GIVE YOURSELF SOMETHING TO BE UNIQUE

The importance of standing out in this industry cannot be overestimated, there are thousands of young musicians around and unless you have something unique then you will be just another musician in an ocean of originality. For me, I love to wear colourful and jazzy socks. My collection is endless and it helps me stand out to potential record labels and artists so I can make it big.

## 6. STAY THE HELL OUT OF TROUBLE

The kryptonite for young artists is getting all mixed up with the law and that's not gonna look good for you unless you're in the rap game, where it seems like being gangster is the entry requirement into a record deal. For everyone else, it's much easier to just stay out of fights and everything else illegal, and don't get hooked on illegal substances. I can guarantee you from experience that they really aren't worth the risk.

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## 7. YOU CANNOT OVERSTATE THE IMPORTANCE OF SNACKS

This is less of a serious tip but being a jazz artist that has had numerous studio sessions and countless road trips to concerts and without sufficient snacks and refreshments you will utterly regret it man. Whether it is to fulfil your hunger or to basically pass the time, you need snacks. My advice, Skittles... and lots of them.

## 8. BUY YOURSELF A PET, SERIOUSLY

If I couldn't go home to my precious Domino after a tiring performance then what is the point in even performing. Being greeted by a pet when you come home doesn't compare to anything, it is my favourite feeling. My cat, Domino loves to unwind to jazz records with me and I look forward to seeing him all day long. Actually,

I might be more excited to see my cat than I am to see my girlfriend, I hope she doesn't see this.

## 9. KEEP YOUR OPTIONS OPEN.

The harsh truth is that not everybody is going to make it big, so take every opportunity that you can which could make you a better, more successful person. You have to give your all to music but focusing on college is going to be crucial for your future and your growth as a cool human being.

## 10. MATERIALISTIC ITEMS DON'T GUARANTEE HAPPINESS.

The amount of people who associate success with items like expensive clothes and cars and mansions is crazyyyyyy, but I'm not about to tell you how to be happy. If it floats your boat then good on you, go get yourself some

expensive s\*\*\* and be happy. But for everyone else, enjoying the little things is where it's really at; sunsets, animals, good music, eating good food. Man the list could go on forever but you gotta find happiness in other ways because you won't always be rich.

Dark October was awarded with the Promising Young Musician of 2020 by The Guardian and is looking forwards to huge amounts of success in the future and there is lots of potential for Elliott with his new record label.

As Elliott was leaving he told us it was a pleasure and his final remark was 'Are you going to finish those' as he looked at the editor eating a bag of skittles, to which the editor replied 'Go ahead'. He must really like those snacks...

Article By Billy Anderson