

*Introduction music, fifteen seconds. Begins to fade out after ten*

## **Introduction**

- Hello and welcome to Carter Culture
- Today I am joined by the biggest hyperpop nerd I know, Violet Williamson
  - *Thank you for having me*
- Hyperpop is an extremely distinguished sub category of music that boasts glittery and sugary sounds derived from EDM beats, but it includes pop hooks to make the music more well rounded
- What drew you into the genre of hyperpop?
- The genre has begun to rapidly make itself a force in new music, so here's a timeline of how this begun

## **The PC Music Label**

- The phrase "hyperpop" was coined well before the 2010s, with artists like the Cocteau Twins creating the sub-genre, but their influence is very distant from the modern day results of this music
- Created in 2013 by AG Cook, the PC Music Label rocketed hyperpop into the stratosphere in which it exists now, as one of music's quickest-growing sub-genres
- The label became an early home to artists such as SOPHIE and Charli XCX
- Within hyperpop, what is the cultural significance of one label kickstarting the careers of two giants in hyperpop like SOPHIE and CharliXCX?

## **SOPHIE**

- Although she passed three years ago, SOPHIE still remains a huge factor of the current and past in hyperpop
- Internet music critic Anthony Fantano described her music best, "this thing is every bit as mind-expanding and soul-igniting as I hoped it would be. Who is making music like this? Who?!" (1:05-1:15)

*Potential clip of her music*

- SOPHIE's music helped to broaden the range of the sub-genre through her boundary-pushing production
- Matter of fact, a majority of the current scene of hyperpop takes a lot of (obvious) inspiration from her, sonically
- What do you think makes so many people gravitate towards SOPHIE and her music?

## **Charli XCX**

- Along with SOPHIE is her fellow PC Music pier, Charli XCX

*Potential clip of her music*

- She quickly became more recognized following a string of pop anthems that reached the mainstream, but as you peel back the layers of her music, the listener quickly discovers the uniqueness of Charli's music
- Her album, "how i'm feeling now" was put to a halt by the Covid-19 pandemic, so Charli was left to curate the album herself, "Recording myself is something I haven't done since I was 14 or 15 so I was proud of myself to get back behind the computer and be doing stuff" (4:14-4:25)
- The result is an album that, by many, is considered one of hyperpop's best
- What makes this album stand out from the rest of her work?

### **100 geecs**

- At the same time, the genre was beginning to build traction in the music world
- The new star of the show was 100 geecs, a new duo that would become the face of hyperpop
- The two launched the genre into the mainstream, popularizing the entire sound for the world to hear

#### *Potential clip of their music*

- Like many listeners, Fantano was taken by surprise on first listen "The music on 1000 geecs is also an exercise of postmodern lofi pop absurdism, assembling one of the weirdest and wildest combinations of sounds I've heard" (0:45-0:56)
- Why do you think people gravitate towards 100 geecs out of all the hyperpop artists?

### **Modern Day**

- With SOPHIE's passing and Charli XCX seemingly taking a break, 100 geecs continue to thrive and hyperpop continues to reinvent itself
- One artist who I, in particular, have taken a liking to is Jane Remover, a New Jersey native, who has taken inspiration from the three of these artists, but also rap artists like Trippie Redd and Tyler, the Creator
- Through her previous two albums, "Census Designated" and "Frailty", her music has begun to take off due to its smooth production that leaves listeners guessing what comes next

#### *Potential clip of her music*

- With so many new artists bursting onto the hyperpop scene, who is a new artist that excites you the most?

### **Conclusion**

- Hyperpop is slowly becoming one of the largest sub-genres in all of music with tons of people investing in its theoretical stock
- As music begins to advance and modernize, it is important to take notes of the trends and advancements that newer genres make

- Thank you for joining me Violet to talk about this young and developing sub-genre
- I'm Carter and this is my culture, peace

*Outro music, fifteen seconds. Begins to fade out after ten, fades in while I say goodbye*