

Royalinserts. Special interview.

Contributed by Tom
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Kev and Gav from Osaka's royalinserts knew that you shouldn't have to pay just to have people listen to your music. They took this ridiculously simple notion, ran with it, and turned it into a dynasty. They created the the Big Jugs Experience (TBJE) for bands that want to perform without having to guarantee a number of sold tickets (and being forced to pay the difference out of their own pockets according to the noruma system in Japan) The show has a dedicated following in both Osaka and Tokyo. TomBizarre from Japan4music had Kev and Gav take some time from their busy schedule for an email interview to talk about the band and their upcoming March 21st show at Nishi Ogikubo's Bin Spark.

Japan4music: For fans new to the Big Jugs Experience (TBJE) events, can you enlighten them?

Gav: We love going to gigs, but often you can just never tell what the bands are going to be like if you are just going to a gig on the off chance. We wanted an event that was underground, fun and gritty but with all great bands playing, always! It's a social occasion, pretentious bands are kept to a minimum. In Osaka at "The Cellar" the bar and stage are almost one, everyone can mingle and get to know cool new bands and Djs. Kev: Yes, it's all about new music and up and coming talents, so we aim to make each event as cutting edge as possible. TBJE acts as a perfect stepping stone for new bands to get themselves on the scene.

J4M: What number TBJE are you up to?

Gav: We're up to 28 in Osaka, number 7 in Tokyo Kev: We started this event in November 2006 and we've done one in Osaka every month since. Many great bands have played too, some of them now nationally recognized and with a chance to achieve big success. It's been a lot of fun and just gets better and better.

J4M: What can you tell me about the bands in the upcoming 3/21 show?

Gav: One of our most ambitious line-ups, and as with all TBJE events, we have a little of bit of everything. It's sexy, punky, vibrant and energetic, and especially being in the capital and such a fantastic city as Tokyo, we always make sure it has that extra spark! Kev: That's right! First up we've got de!nial, real party animals on the Tokyo stage, popular electro rocking. Then our own band royalinserts, always causing trouble and bursting eardrums - before, during and after the gig! GiMME UM, making their second appearance at TBJE are wild guys with cool Metallic Glam sounds. Gav: Yeah, they know how to rock and are sure to have the crowd dancing! Kev: Then finally we have MOLICE, excellent beats and driving melodies with the irresistible line up of classy female front vocals and guitar. Gav: Yeah! Kev: To ensure the event is a wall of noise, non-stop action and party vibes, we have quality DJ's from our top pals and electro-dance specialists KinKies who wreaked havoc on tour in Europe. DJ ry01 organizer of the label GOOD ON THE DANCEFLOOR with it's pumping club night events and music magazine. Then we have our big mate DJ Grant McGaheran from super electro jazz synthesizers Abikyokan. DJ TerryKani is our own DJ mixing. What a line up and top night in store! Gav: For the criminally low price too for an event of this quality, the party go-ers are in for a real treat!

J4M: How did you manage to find venues that didn't require the noruma down payment?

Gav: A lot of scouting! In Tokyo we do actually have to shell out for the venue. but it is the policy of TBJE not to ask bands for money. Kev: That takes the fun out of the night having to think about impending debts at the end. Gav: Quite the opposite of the Noruma system, we aim to give something back to the bands as without them there is no event. We guarantee to give bands a few drinks and to share any profits at the end of the night..

J4M: How do you pick new bands that you want to invite to participate in TBJE events?

Kev: One hell of a lot of social networking goes into each event. It's about getting down gigs even when there imminent typhoon warning, or when it's so cold you can't feel your face! Osaka's AmemiraMura is a unique community of all genres too, and it's easy to pick up the latest gig that's going down by word of mouth from friends and contacts that we frequently meet. Then there's endless hours on MYSPACE and other music networking sites from which we find new bands, and maintain contact with bands that have played at TBJE. Gav: We're always on the look out for new and cool bands, and we're always willing to help experimental projects try new things in front of a live blood-thirsty crowd!

J4M: How many bands approach you requesting to participate in the event? Do you turn down many?

Gav: Most bands that play, usually ask to come back and play again which is great. I don't recall turning anyone

down, but we have a preference for original music which means cover bands wouldn't fit the bill as they go against the objectives of TBJE. Kev: If it's original then we'd never turn anyone down. If they've got the heart and desire to play their own music live then that's cool, and if they want to play TBJE and be part of the scene that we are trying to create then that's a big honour for us.

J4M: Could you tell me a little about what you can see on the TBJE TV video podcast?

Gav: Promotion for the next coming event. a break-down of the bands that are going to play and a review of the previous TBJE, and a bit of arsing around inbetween!Kev: Gav's usually the one doing the arsing around! But anyway, we'd like to add up-coming gigs and events from our friends and previous TBJE bands, and also footage and interviews from gigs that we get too throughout the week. Ideally we'd like to make into a weekly music report, something that stimulates people into going to gigs regularly as part of their regular social activities. The idea of putting video's on YouTube (soon on iTunes) was to enable people to be able to watch episodes on their ipods or modern keitai's, while on the go. TBJE radio (audio podcast) is available and will have it's first episode to preview TBJE Tokyo 7 uploaded soon.

J4M: What do you see in the future for TBJE and your band, royalinserts?

Gav: TBJE is royalinserts' hometown. We love playing the event as well as other stages and hope to get out there with real music lovers and go as far as we can. TBJE is a commitment to providing a cracking monthly live gig party in Osaka (and every 2-3 months in Tokyo) and hope that cool bands will always want to come and play. A compilation CD featuring TBJE bands was released in December 2007, CD 2 is well in progress and will be available before the summer. Kev: We see TBJE is becoming one of the most exciting and modern music experiences in Japan, and we hope everyone will put TBJE in their monthly schedule as a day to party with friends, and make plenty of new ones one the way!

J4M: Have the events raised royalinserts' public profile?Gav: I'd like to think so. Better ask the punters! How did you meet and form royalinserts?

Gav: We met at college in England at the height of the infamous Britpop boom of 1995. That was a very special time, everyone wanted to be in a band and have indie-muppet hair.Kev: Gav still has Indie-muppet hair!Gav: What? You're just jealous of my lovely locks!Kev: Oh yeah! Anyway, we've had many drummers along the way but we have remained the main components of the band, and are now at a point that we both consider to be the best time we've had.Gav: Definitely. We're ready to have a major influence on the music scene. Watch this space!

J4M: You describe your work with the Royal Inserts as "music to get smashed to" What do you recommend getting smashed on before listening to your music?

Kev: English tea and scones of course!! (not forgetting clotted cream and strawberry jam) Gav: Nah, strictly booze! Nothing illegal now! But we hope people will get smashed to the music primarily!!

J4M: What's the craziest backstage incident you've ever witnessed?

Gav: Dangerman playing pinball! He's a dangerous M****r F****r!ED WOODS stripping off to the nudie at Jugs 17! OK, he did that on stage, but they seemed like decent, respectable folk backstage!Or Kev getting so plastered at The Big No-Pan Experience that we couldn't actually play. Kev: How come I get the blame all the time?Gav: Then you may be lucky or unlucky enough to see us fight each other like dogs when the adrenaline is pumping! We see it as a healthy release of tension however, as with many partnerships through out the history of rock and roll.Kev: How come I get the blame all the time??!

J4M: How can bands/fans contact you for more information on TBJE?

Gav: www.myspace.com/thebigjugsexperience and www.youtube.com/user/tbjtv make friends and send us a mail.

Kev: Yep, we also have The Big Jugs Experience group on Facebook, on Mixi and Last FM. If you'd like to e-mail then contact: tbje.ukjapan@yahoo.co.uk