



THE CASSETTE IS BACK!

Festive launch of BARxMU, a cassette collection by Music Label Barreuh and MU

On 25 January, 2018, music label Barreuh and MU are organising a mixtape event at MU Artspace on Strijp-S in Eindhoven. Cause for celebration is the launch of BARxMU, a new collection of unique mixtapes and cassettes made by artists, musicians and other creative friends of MU and Barreuh. BARxMU's launch will be a fabulous DIY-party with live performances and the screening of 'Cassette', a documentary by New York filmmaker Zack Taylor.

Love for mixtapes and makers

Roughly forty years since the compact cassette spectacularly democratised music making, the cassette tape has definitely made a comeback. By sheer coincidence MU and music label Barreuh discovered their shared love for the mixtape and its inherent DIY culture. Since 2013, Barreuh has been releasing work by makers from Eindhoven, The Netherlands and far abroad. Most of their releases are cassettes, ranging from



PRESS RELEASE

What

BARxMU Mixtape Event

When

Thursday 25 January 2018

20.00 – 01.00

Where

MU

Torenallee 40-06

5617 BD Eindhoven

Tickets

€ 5,-

Available at MU or via the
BARxMU hotline

+31 (0)6 5173 4909

BARxMU

IMAGE:
BARxMU tapes

experimental noise, techno and free-jazz to hip hop and adventurous indie pop. But their catalogue includes other products too, like chocolate and a jar of jam.

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“We do stuff we like. We don’t do stuff we don’t like.”
(Barreuh)

Listen to unique releases played on walkmans

With this collaboration MU wants to provide space for artists to show and play their work. All the tapes that will be released can be listened to at MU, using those good old walkmans. Of each release, only one copy – the original – will sell, with artwork of the maker. Avans Communication and Media Design graduates Luuk van Berkel and Massimo Panciera made a briefcase containing an old Philips tape recorder and everything you need to make a mixtape. This briefcase will be handed on from one maker to the next to ensure a steady flow of new cassettes will be added to the collection.

Expect an eclectic mix of performers, musicians and designers. Steye van Dam and Joel Blanco both made a bizarre audio tour that will give MU visitors a different perspective on their surroundings, to say the least. Students of the Rock City Institute made soundtracks for Strijp-S that will add new dimensions to your visit of the area. Barreuh founders Lars Leeuw, Mike Dobber aka A Million Squeaks Will Do You No Harm and Lilia Scheerder aka Antoine Panaché made wonderful mixtapes of their own work.

Screening mixtape documentary ‘Cassette’ and BARxMU party

On Thursday evening, January 25, MU and Barreuh will celebrate their collaboration with a screening of the mixtape documentary ‘Cassette’ by filmmaker Zack Taylor, who will fly in from New York for the event. Main character in the film is cassette inventor Lou Ottens. Now 90 years old, this Dutch engineer witnessed the birth of the compact cassette at Philips in the 1960s. In the film, rock veterans like Henry Rollins, Thurston Moore and the founders of the California based Burger Records show Otten around in the world of the mixtape to show him why the audiotape will never die.

About MU

MU is an adventurous guide in the suburbs of art of today and tomorrow, for a wide and mainly young audience. MU offers breeding ground for hybrid talents. MU is an open and dynamic space. MU’s program exudes the 21st-century practice of creative multidisciplinary collaboration.

“We expected it would be a success, but not a revolution.”
(Lou Ottens, inventor Compact Cassette)

After the screening, tapes will be inserted in the decks for the mixing to begin – the winding back and forth and the pencil twisting – and several makers of the first BARxMU releases will take to the stage.

Strijp-S holy ground

The BARxMU event will be held at MU, in the former Philips industrial zone Strijp-S. This is where music pioneer Dick Raaijmakers recorded the very first electronic music album in the world, right here at the Philips NatLab, where the cd was invented as well. The place where Philips sowed the first seeds of what would later become the compact cassette. So, holy ground for music lovers.

MORE

[Check out the entire collection](http://www.toekomstmuziek.nu/barreuh) (www.toekomstmuziek.nu/barreuh)

[Check out Cassette](http://www.cassettefilm.com), including a trailer (www.cassettefilm.com)

Editor’s note

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