



MUSIC

VIBING WITH MYD AT MELT FESTIVAL 2022

by [Alex Brzezicka](#)

We talk to the Ed Banger's troublemaker about being a loser, the French electronic scene and memes.

"I can be the loser now and that's my vibe," says Myd smiling and showing off his new sparkly tooth gem. The surroundings in which we meet him are perfectly surreal, from the industrial, rusted construction-monsters of Ferropolis, the DIY beach and a couple of tanning, face-down, bodies. All to the general excitement, head-banging house music piercing the hot air and a friendly troop of mosquitos boogying over our heads. Melt Festival and its crowd served Myd great, and he served right back.

The French electronic musician, among the visionaries like Justice or SebastiAn, is now signed to the legendary label, Ed Banger Records. After years of mastering his craft, playing as a part of Club Cheval and producing for platinum artists like Kanye West, he decided to go solo with a bold statement of an album, *Born a Loser*. It's a piece of art for the everyday anti-heroes and really anyone who's joy-thirst. Myd makes a brand of casually flirtatious indie and light-drenched, upbeat melodies. With his signature moustache and bad-ass sunnies on, he's a weird wizard that charms scattered bystanders into a happy, sweaty mass. The dance master incarnated seduces with genius easy-going songs and cult, tongue-in-cheek visuals, like the video for his newest single, 'Domino', recorded wholly on hot wheels. Myd is the nicest antidote to the pretentious shadow of the wear-all-black Berghain techno culture. In 2022 it's cool not to be cool.

For an underdog, Myd has riches in abundance. There's a tear-worthy nostalgia hidden underneath the rays of sun, calling for a simple drop of ecstasy. Born under a lucky star and a rainbow, he cracks a secret code on how to unify any crowd, making even the coldest of cynic's smile and icicles melt. His sense of humour and genuine warmth travels faster than hot wheels. It's the ride we'd gladly take no matter what the weather. Anyway, Myd is always in season.

Can you tell me a bit about your new single 'Domino'?

The vibe when you release an album is like being a bit hungover. You'd want to go on it again, creating new music so to get into it, I've tried to find partners to produce with me and get me some vibe. I went to Jungle's studio and we created 'Domino'. It was pretty fast. It took us two days to make the draft and then I finished it at home writing the lyrics. In the beginning, was like, 'how can I get back into the vibe?'. The best way is to have strangers coming to your process and trying to explain to you their vision of your project.

How was working on the Hot Wheels video for it? Have you been a part of the creative direction team?

Always. My team is really small. It's the DNA of Ed Banger, small teams and all the artists are really involved in the creative process. I was pretty bored with copying cinema and putting lots of money into music videos that less and less people take time to watch. I was like, 'Okay, let's get back to finding a fun idea'. I started to watch all the YouTube channels of the biggest domino makers. I contacted those guys. There are only maybe three people in the world who are dominos specialists, so they asked for lots of money. The same problem so I was like, 'Okay, let's find another idea'. I found this guy who is a part of a domino team but

he's a Hot Wheel specialist. He's just passionate as I am with music. He loves to build circles all around his house. It was the first time he was making a music video, so he was really happy to get involved in this new process. I flew to Los Angeles and spent three days with him and his girlfriend. I was so happy. We had a really fun time because he's passionate. I was just spending time with a passionate guy building a race all around the house. I told him, that even if it wasn't a music video for me, I could have come for fun.



How important is it for you to be in charge of the visual side of your projects?

It's essential because if you want the project to be global and total, you need to take care of everything. Everything needs to be aligned: me, my music, my vision, and the way I want to look for the audience. That's why people really follow my project because everything is real. I had fun doing this music video. I could have done it by myself. The music is the same, the lyrics are the same, and that's how it works. It's pretty natural for me. It would be more difficult for me to give it to a stranger to take care of my music videos. For me, it's impossible.

Since your 2021 debut solo album, *Born a Loser*, is more about closing the chapter than opening the new one, what will the new chapter will be like?

'Domino' is still in the vibe of *Born a Loser*. It might be even part of a new edition, a deluxe version of the album. That's why when I came to Tom from Jungle, the first thing was, 'what's your vision on my album? What would be the missing piece of this puzzle?'. Not let's open a new chapter because with the tour with all the promo I did around my first album *Born a Loser*, I didn't have enough time and energy to get into a new chapter. Not yet. I really need to stop everything. Go to the countryside or beach and find my way.

How would you describe your music?

It's electronic dance music, not EDM, but it's electronic and it's dance. It's really French, in a way. The French music, you can dance to it, but it's always a little bit melancholic and romantic. Of course, as it's French electronic music, lots of sampling. Even if I'm sampling myself, it's always sampling something, putting it into tapes and re-sampling.



How do you see the French contemporary electronic scene?

I don't see that much of a scene in France. Some artists are really doing well, especially internationally. I'm thinking about L'Impératrice, about Polo & Pan. Some artists really helped to trace the path for us. With the friendships, I'm thinking about Ed Banger, Justice, Daft Punk and the French pop globally. For now, I don't see a scene in France, but I know that it's exciting to see that as a small country we have all those paths ready to put our music in.

Do you feel like there will be an Ed Banger takeover again?

I don't want to tease but the next year it's the 20th anniversary of Ed Banger so there might be new stuff coming. Takeover and everything, the big comeback from big bands from the label.

You've been introduced to the public as an anti-hero and everyday weirdo. Is that how would you identify yourself as well?

It's always easier to be the anti-hero so you don't have to fight too much to be better and better. Actually, I really like it because I've always been more excited about anti-heroes. It helped me a lot at the beginning of my career, maybe five years ago to be more positive about who I am, the way I'm making music and the way I want to be unique. It's always better for me to not chase like 'oh, I need to make a hit and I need to follow the format or the style'. For years and years, before I started my solo career, I was following this vibe of I-need-to-change. The fashion is to wear black, so I need to wear black and be techno and blah blah blah. It happened because it happens to lots of artists. All my heroes are anti-heroes. I can be the loser now and that's my vibe.

It's cool to be a loser... Techno is not just one lifestyle.

Exactly and more and more I'm thinking about artists from UK or Germany, I just discovered that we are playing the same music. Just the name is different and the places where we DJ are different, but we are playing the same kind of stuff. Now you can see a DJ, like DJ Boring, for example, he's playing all the Justice remixes from 2007. Everyone's like 'it's normal, it's cool'. Of course. We all have the same vibe. Everything now is joining. Re-joining. That's pretty exciting.



There always seems to be a funny, cheeky side to your music. How important is it for you to include humour in your art?

It's really important because it's a part of me. I couldn't imagine loving to make jokes or having fun in my life and going on stage or to the studio without taking a little bit of that in my project. As I told you, with visuals, it's the same thing. I'm trying to put 100% of myself into my project. It's a part of me.

I've been stalking your social media and you seem to be quite into the meme culture. Do you run one or have you got your favourite meme page?

Interesting. I'm more and more into TikTok. I'm pretty excited about this format because you can tell more stories

interesting. I'm more and more into TikTok. I'm pretty excited about this format because you can tell more stories. You can be way more narrative in your jokes. My favourite thing is to scroll my TikTok. My favourite meme page now is my TikTok algorithm.

When performing, artists wield some sort of magic or power to control and communicate with the crowd. A pretty special relationship can be built from that. How does it feel for you like?

It's really exciting. Gives me lots of strength, and lots of power, but in a good way. I'm always telling people, that when I'm on stage it's as if I'm at a party, but I'm choosing the music. It's like having the aux cord but on the stage. It feels really good. It took me time to feel at ease on stage because before that, I was only DJing. Tonight, I'm performing live. I have to sing. I have to be into it. 100% now. I feel really good.



What are you looking forward to later this year?

I'm touring a lot this summer in the UK, Europe, and Australia. It's all around the world. That's fun. Then, we have to find the power to stop my tour, to stop everything to get in the studio. It's pretty complicated because I love to tour. I love to be with my band, with my friends, with my audience. I will have to take the blank sheets and be like, 'Okay, I have to be by myself and start a new project'.

It always requires some kind of power to get into a creative process again.

It's pretty complicated. It's not really fun to start. To really get focused, start a new project and see the whole process, you will have to achieve. It's really, really hard. You need to be in a really good mood and mindset.

You're performing both as a DJ and a leader of the live band, in what ways are those experiences different for you? Why the need to do both?

It's really different. It's way more intimate to play my own songs. If I don't feel really good for any reason because I'm tired or I just fought with my girlfriend or whatever, I'm a human, if I DJ I can hide it, and I'm behind the decks and the lights are on it only. If I'm on stage, and I don't feel good, you can feel it because I will not sing the same way. I will not act then the same way. I will not play keyboards the same way. It's way more intimate. I'm exposing myself way more when I'm performing live. That's pretty exciting.

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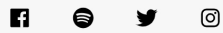
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