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# NEEVE

## Press information

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Music like this is usually advertised in promo letters with the well-known names of the three big labels on them. NEEVE from Stuttgart play great, accessible pop music with authentic indie vibes that could hold its own in the opening act of Sam Fender or The 1975 at any time. Two bands, by the way, that NEEVE themselves like to cite as inspiration. Their sound fits very well into a time when the Giant Rooks are growing their audience all over the world and, thanks to TikTok, suddenly even have fans in Mexico. You only have to hear the opener "Piece Of Art" to wonder how the heck NEEVE could have recorded, produced, promoted and released their album "Chaos Of My Mind" almost entirely on their own: It starts with an amusing Bob Ross intro over a playful keyboard and then these crystal clear guitars come in before the whole band kicks in and Felix Seyboth sings the first lines with his longing, soft voice. This is the kind of song you normally hear on albums that are then handed over by Warner/Sony/Universal to Abbey Road Studios for final mastering at great expense - and not on a debut that you could stick the "DIY" seal on the cover with a clear conscience. But who says that DIY only works for hardcore aggression or rumble punk?

The major labels have indeed already taken notice of this special band, but we will clarify that later. First of all, a few hard facts that might already show that this band is special. NEEVE (please pronounce it in English), for example, allow a very special kind of name-dropping. And we all know that a band biography like this can't do without. From a certain point of view, NEEVE are a bit like The National, nowhere near as toxic as Oasis, similarly entangled as the Kings of Leon and double the Kinks. But before anyone starts the reference merry-go-round and imagines what the hell that would sound like, here are a few words of clarification: NEEVE are already very independent with their charismatic indie and pop sound - the special thing about the band, which was founded in 2018, is that, like all the aforementioned acts, they have a close family relationship and consist of two pairs of brothers who are also cousins: Felix Seyboth (vocals, drums) and Axel Seyboth (production, piano, guitar) and Marius Spohrer (guitar) and Philipp Spohrer (bass). "We didn't think it was that special or important at first," Felix explains, "but then we were always asked about it. On the one hand, this familiarity ensures that you are very honest and direct. We've known each other all our lives, we see each other three or four times a week, we've been making music since we were kids, we grew up with similar favourite bands. Music is something very personal for all of us. It's about emotions, perceptions, feelings and reflection - that welds us extremely together, but also makes it very sensitive." The band name NEEVE is therefore also to be understood as a "common, fictitious family name", which

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they adopted in 2018. Not a bad choice: the word sounds round, looks good on shirts and jute bags with the right typography, and the word origin goes back to the old French word "neveu" - translated: "nephew".

The second song on the album captures these "sensitive" moments between two highly creative brothers very beautifully. It's called "This Got Me Staying" and is more or less a dialogue between the older brother (Felix) and the younger one (Axel): "Just tell me about it / are you done with mocking me? / Ah, you try to be rude / but it's not about you / can't you see?", Felix sings at the beginning. The music sounds a bit like a British indie royal meeting between The 1975 and the Glass Animals - under the artistic direction of Robert Smith. Felix is the older of the two brothers, the voice, the lyricist and a little bit the face of the band, Axel on the other hand produces the music of NEEVE and in the meantime has acquired skills that make every demo sound as powerful as sometimes not even expensive producers can manage. „This Got Me Staying" also works as a classic love song. "What appeals to me about songwriting is to remain ambiguous and connectable. I already process very personal things, but I always try to write them in such a way that others can empathise with their own experiences."

And a lot of people can do that by now: Because NEEVE may play and write music that would also work on very big stages, but they are approachable in a way that not many bands manage. Which then leads back to the initial question of why they dare to go it alone with a close circle of confidants. NEEVE, like many newcomers, were slowed down by the pandemic and couldn't hold their own where they also cut a very good figure: on stage. So they sought their audience in their own way, first via Instagram and then more and more successfully via TikTok: There they have meanwhile collected almost 300,000 followers: inside and 3 million likes. One of their most recent posts, for example, was a short live video of them, in which a young woman suddenly gyrates enthusiastically, accompanied by the wording: "POV: You're looking for your new favourite band that plays concerts in your city for only 20 euros admission, looks a bit like The Kooks but has a bit more of the Harry Styles style and sounds like a summery version of The 1975 and The Neighborhood? Here we go! We are on your FYP and this is your sign to follow us." On TikTok, NEEVE discreetly give ironic insights into the struggle of a newcomer act, do live talks on mental health, copy TikTok trends with their own twist, link up with bands they adore - and they have an amazing output, which TikTok then rewards accordingly.

rewarded accordingly. Felix admits that the idea first "came out of desperation because it was getting harder and harder to be seen on Instagram." But then TikTok gradually sparked more - and above all: people jumped at their music. A clip with a snippet from "Where I Wanna Be Found", for example, went through the roof - and suddenly the Spotify streams also cracked the million mark. This already reveals an interesting fact: NEEVE have by far the most listeners in the USA. Then comes Germany, then the UK, then Mexico.

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One aspect of their music and TikToks that often comes up is their open approach to mental health issues: The clip that went through the roof had the wording: "When you're in a band with your brother and your two cousins and you desperately try to reach the right audience with indie-pop music about mental health and toxic masculinity". The band has always supported Felix in bringing themes like these into their music, he says. "I'm a person who needs validation and my first port of call is the guys. When I wrote the first lyrics about my ADHD diagnosis or my panic attacks, we talked about it very intensively. I just know that they understand me best. But it was also about how a sentence works, whether you have an access if you are not affected by it and questions like that. Somehow it was a concern for me to sing about it. Why should I make up themes out of thin air or make up stories or go all peace, joy, pancake when that's what's going on in my life?" The album is called 'Chaos Of My Mind' because he is trying to process, understand and reflect this chaos through these songs. Felix also writes very touching lyrics about other people who are close to him. "Pieces That She Broke", for example, is a song about a friend and her struggle with eating disorders. "Go On Then", on the other hand, reflects on a relationship that is treading water and tries to break out of the stalemate with a majestic guitar part in the chorus.

Felix receives numerous messages about such songs via TikTok and Instagram - all of which are answered by the band, by the way. And that brings us to another secret of their already measurable success: commitment. Felix says: "We were recently at a big label that wants to sign us. There were a dozen people sitting there, they applauded our songs and we briefly had this little triumphant feeling of: 'We Dullis, who made music when we were 15 and 16, are now suddenly being courted'." But then they realised once again: "We put ourselves in this position. We sent 'Where I Wanna Be Found' around as a demo two years ago. Then they said our sound between indie and Britpop was just not wanted and anyway, didn't we prefer to sing in German?" So with this album the band also set themselves a first milestone: "We made the release pressure for ourselves. It was us. We turned our passion and our desire for this music into a little machinery that works very well." That's why, he said, they still wanted to release at least this album themselves, even though there were offers. "We didn't want to lose that base. That might sound a little cheesy, but that commitment in all of us is the heart of this band. That's why we are where we are. Because we had to do everything ourselves out of necessity, but always had a goal in mind, we are now as self-sufficient as we are: One does graphics, the other squats in the studio on 40-degree summer days and mixes like crazy, one sits at home and does 50 Tiktoks a week, one does adverts, we print our merch ourselves and I still write to all the people who write to me." You can see that there comes a point when you can't do everything anymore, but: "The album is a good summary of what has happened so far. The lyrics, the DIY style, everything. And I think it's cool to say: We'll make the first album ourselves now and then you can still decide whether you want to play it bigger. I find it interesting to do it myself."

It is to be wished, of course, that NEEVE's career will soon take off in such a way that they can no longer manage it all on their own - because even more people around the world will learn to love these twelve

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songs or see their rousing shows, where you quickly realise that the four of them also look as good as they sound. But TikTok or no TikTok: for lasting success - no matter in which battle class - you still need songs that are up to the task. "Chaos Of My Mind" has exactly that. In addition to the hymn-like songs already mentioned, there is, for example, the very Harry Styles-style ballad "I'm So Cold", the "You & Me" with its Southern grandeur, from which the album title also comes, or the wonderful closer "Why Not Myself" with a guitar to kneel on and Felix singing a little lower and slower, which opens up a whole other world in the last few minutes. Felix rightly looks at "Chaos Of My Mind" with a certain pride: "I like these 12 songs a lot. There are some that stand for our future sound, like 'Green' for example. I like the metaphor, the sound and also the fact that I'm hard on myself in the lyrics. I like that our album is dancy, even though it relies on band sound and guitar and drums. And I like how we take that indie pop vibe but also have some ballads." Indeed, this captures all facets of this exciting young band very well on "Chaos Of My Mind" - and they show a potential that is rarely found on a debut to the extent.

*Daniel Koch (DIFFUS, Musikexpress)*

Further information under

[www.neevemusic.com](http://www.neevemusic.com) and [www.kuenstlershow.de](http://www.kuenstlershow.de)

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