

Artist Feature: Kids

BY CLARE FITZGERALD | January 23, 2015

“We set out on an adventure to write this record. We took time off [from] our jobs to hike and camp the Appalachian Trail and [followed] up our adventures there in a log cabin in Chattanooga, TN, where we converted the entire living room into a writing studio,” says Kids vocalist and bassist Joshua Diaz about the band’s upcoming debut album, *Rich Coast*. “We played old spaghetti westerns and kung fu movies on silent – films we watched as a kid – as we documented musically the feelings of the adventures we just had, paired with lyrics inspired over the last few years of our lives.”

At first read, one might think the band have gone to extremes to produce their highly-anticipated debut. In an industry where the majority of artists write about heartbreak and overlay their lyrics with layer upon layer of sugary auto tune, it’s rare for musicians to go out of their way to gain experiences to help create new material. Well, for Fort Lauderdale’s Kids, their adventures are just average occurrences in every day life. The band, formed in 2012 and made up of Diaz, guitarists Josiah Simpson and Christian Gonzalez, and drummer Matthew Barrios, are a new breed of musician, people who are putting creativity on the forefront to achieve their ultimate end goal.

“Most of us have been playing together since high school. It’s been a very tight knit ‘group of brothers’ for most of our musical careers. We’ve been growing together since the beginning when we just wanted to make loud music in Josiah’s bedroom at his parents’ house at 15-years-old.”

Friends since childhood, the four-piece have gone through a lot together and have become a family. Growing up in the US southeast, it was a challenge getting their name out there. In basic terms, it was a “make a name for yourself or don’t do anything at all” type of deal: “Florida hasn’t had a very strong music scene – at least, south Florida anyway. To be honest, it been a challenge but it is on the rise.”

After years of work, Kids have finally started to make a name for themselves in their hometown. In early 2013, they released their debut EP, *Sink or Swim*, a release that received positive fanfare both in Florida and outside the state, and allowed the band to play shows with scene staples like The Rocket Summer and Parachute. With the help of C&I Studios, the production company where the guys work, they managed to create a hype for themselves while showing their love for creativity and filmmaking.

“I personally get to compose music for film on a daily basis,” says Diaz. “This affects my song writing tremendously. All I could think while writing this record was what kind of film these songs would score in the future. It also helps us translate our feelings into music more naturally.”

What album is Diaz speaking of? That would be Kids’ debut, *Rich Coast*, a 12-song release packed with music that is virtually indescribable. Starting off with the nostalgic

“Man On The Moon” (*Willy Wonka and the Chocolate Factory* anyone?), the listener is taken on a dream-pop journey that’ll leave them in a trance. Tracks like “Second Star On The Right” and “Paved Paradise” are incredibly upbeat, taking the band’s live energy and transferring it into the listener’s headphones, while the 1980s-esque “The Standoff” shows Kids’ versatility and ability to incorporate a wide-variety of styles.

While there is a unity to the album as a whole, each track holds its own identity and emits as much power as its predecessors. Whether it be the subtle castanets, the twinkling electronics or the hard-hitting drums, listeners will find themselves entranced with each passing note and will be hitting repeat the moment the last piano key is tapped on “Sunshine”.

The unique identity each track holds is something not necessarily seen anymore in today’s music industry. Kids are planning to bring that back, hoping listeners can hear each song’s individual journey: “Every song should have its own identity. It’s a documentation of its own unique feeling. When writing and producing a song, it’s imperative that you pay attention to where the song ‘wants’ to go... it will always tell you. You gotta put your own agenda aside and listen to where it wants to go naturally.”

The group are excited for fans to hear their new music, believing that *Rich Coast* breaks the conventional “some nice tracks, the rest fillers” mould: “We truly believe we’ve been blessed with a record that breaks those rules.”

Kids recently released a music video for the album’s lead single, “Second Star On The Right”. More of a short film than a music video, it tells a story and perfectly captures the energy the track emits.

“Second Star On The Right’ was a fun one to produce. Although the entire thing was shot in a matter of three hours, the production was weeks of preparation: collecting instruments, decorating them, casting the right friends and building the sets and wardrobe.

“We are also blessed to be partnering with C&I Studios with our media content and get to tap into the legendary creativity of C&I director Josh Miller for storyboarding, scripting and production. It was by far the most ‘involved’ we’ve gotten on a band video to date.” The video is the perfect showcase of the band’s filmmaking capabilities and is one that’ll leave fans wanting more. Kids’ dedication to their craft is one that hasn’t been seen in a while and *Rich Coast* is an example of what true dedication and passion are. The band love music and are focused on spreading their message of adventure, one song at a time.

“Life should be an adventure. *Rich Coast* is an album about many of those adventures: love, inspiration, fear, aspirations, tragedy [and] betrayal; the cause for these things, the disappointments, the rewards... the unknown.”

Whether you’re a pop music fan or not, Kids are a band to keep on your radar. They are a breath of fresh air in a genre that’s become oversaturated with auto-tune and the generic,

and are a dream – both literally and figuratively – that'll leave a positive impression on your life.

Rich Coast is available worldwide on January 27th, 2015.

You can stay up-to-date with Kids through [Facebook](#), [Twitter](#) and via the band's [official website](#).