

JOHN VINCENT III

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SIMPLE YET STIRRING — While there are many ways one can describe LA-based musician **John Vincent III**, this succinct phrase encapsulates the way John blends elements of different genres, creating a self-described “ambient/moody indie folk” type sound. Drawing inspiration from not only other artists like Bon Iver, Phoebe Bridgers and Pale Seas, but also from the outside world, a clear mellow and boho chill vibe is forged. His gentle vocals overlaid on his passionate instrumentals succeed in evoking all kinds of sentimental feelings from listeners, as can be heard on his projects like “Back to My Ways” and *High Ridge & Stones*.

Despite what one may think after listening to his music, John hasn’t always planned on making a career out of his art. It wasn’t actually until age 17 or 18 that he realized that his passion could be transcended into a way of life.

“I had no idea what it meant to pursue music, so I just continued to have fun with it, record songs in my room, jam with my friends and try to get better at singing and playing instruments. Then, it was kind of like okay two years have gone by -- I still love it...So, the love of music was there for a long time, but the understanding of pursuing music and deciding to make it my plan A was a gradual thing.” Described Vincent on his delve into his career.

In contrast to his gradual dive into music, his style has managed to remain stagnant since the start. While his gear might have grown from his \$90 USB mics to mixing and mastering in a recording studio, the raw emotions and vulnerable soul that manage to come across in his music have thankfully never disappeared.

This is a particularly impressive feat, as it’s difficult to stay true to one’s sound amidst battling against the pressures of “pop” that come with moving out to Los Angeles. While his initial move was difficult and led to a hotpot of questions, self-doubt and depression that took a toll on the release of music for about a year, Vincent ultimately came out stronger with a more secure idea on who he is as an artist and what he wants his music to be.

His primary goal for what he wants his new music — recently recorded in a studio in East Vancouver with producer Tyler Neill Johnson — to be is to ultimately just create something that people can connect with. **“I hope that the sad songs help people through shitty times. I hope that the love songs are the soundtracks to new lovers. I hope that the introspective songs make people think about their lives and who they want to be. I hope the upbeat songs prompt spontaneous road trips with best friends.”**

Vincent passionately explains, “I hope that they give people help, and I hope that if nothing else they just make people feel.”

There’s no shortage of hard work and effort that transpires in trying to fulfill this purpose. For example, in the making of his most recent album John gave himself fully to the creative process. Straight after waking up, he would spend his full day writing. It was “exhausting,” Vincent explains “but its like my musical muscles were constantly being used so I got into a nice groove and started writing better than I ever have.”

Not only is Vincent important to take note of as an up-and-coming musician with great vibes, in terms of both sound and general aesthetic, but also due to his role in the bigger picture of the music industry. Recent years and technological developments have led to a world today that’s in a completely strange and new place in the sense that people are the least dependent on others than they have ever been to help launch their careers. With the rise of the Internet, streaming, and artists able to DIY social media market themselves, a lot of questions regarding the power of institutions in the music industry have been thrown up in the air.

Rather than seeing this as a fragile time, Vincent spoke to this commenting on how he sees the music scene in a great place due to way tools like Spotify have allowed artists from the underground and independent scene to make money, get fans and gain all kinds of traction. It’s not only allowed all different kinds of people to make and get music out there but allowed people to easily have access to various types of music

and expand their horizons with a few clicks on their keyboard.

Beyond streaming, social media has also played a large role in giving power and access to artists who may not have had as much of a fair shot if not for the Internet. It’s becoming increasingly common for artists to take on the business and creative side of their career themselves, as they’re now increasingly able to do their own marketing and releasing and so much more.

Commenting on this artist DIY career trend, Vincent says **“It gives the artist the freedom and the creative control, and that’s what being an artist is about... For myself the mindset is, if I never get a record deal...cool that won’t really change my efforts and I know that I can still have a career and make money. If I do get an offer...fuck yeah, that’s sick. Read it and if it’s right for you, why not? If it sucks and you are doing fine on your own then bail.”**

While Vincent’s music has begun to attract fans across his YouTube channel and Spotify — where he even made it to Taylor Swift’s playlist of favorite songs — his goal for 2018 is to continue to get his music out there as much as possible. He plans on touring, playing a bunch of shows, and getting to Albuquerque, New Mexico. Through his chilled essence and purely enchanting sound, there’s no doubt John Vincent III is going to spend this year and many more continuing to capture the eyes, ears, and hearts of many.





