

EMERGER



By [Martin Myers](#)

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Soundscapes of dreamy, synth-driven melodies, cinematic progressions, powerhouse pop vocals, and punchy hip-hop inspired beats - this is the sonic palate of alt-pop duo EMERGER.

Emma de Goede (lead vocals/piano) and Gerrit Matthee (producer/multi-instrumentalist) formed EMERGER while studying music together at the University of Cape Town. Before their recently released debut mini-album, *Bloom*, the two have been in the music scene as successful individual performers and also as members of other groups.



On Friday, 18 January 2019, the duo launch the album at The Raptor Room, 79 Roeland St, Zonnebloem, Cape Town at 8pm.

I spoke to the duo this week and they gave me those thoughtful answers.

■ ***When are you happiest?***

Simply, when we get to create. As artists and entrepreneurs in the music industry, there are so many exciting things to constantly work on.

■ ***What does music mean to you?***

It's a form of self-expression and storytelling. It can be wonderfully intellectual, yet something that most people can understand and appreciate. It can influence, inspire and bring people together. It can even have the power to change people's perspectives and shape culture.

■ ***What is the most enjoyable aspect of your work?***

As songwriters, we get to create something that didn't exist at all before. That's pretty exciting.

▣ ***What drives you: ego or humility?***

Humility. It's the most important attribute we look for in people who we want to work with. When egos get involved it's hard to keep an open mind, which tends to hinder creativity.

▣ ***Which living person do you admire most and why?***

Chris Martin. His ability to write the plethora of hits for Coldplay and perform them on the world's biggest stages is incredibly inspiring. Plus he seems like a really cool guy.

▣ ***What is your most treasured possession?***

The upright piano in our studio. It's been in Gerrit's family for a couple of decades and we wrote the majority of our songs by first noodling on the piano.

▣ ***It's your round, what are you drinking?***

Devil's Peak First Light Golden Ale.



■ ***What makes you stand out?***

Gerrit's ability to write memorable melodies and create cinematic productions and Emma's lyrical aesthetic, musicality, and incredible vocal tone.

■ ***If you were not a musician, what would you do?***

Emma: Anything artistic, but if I had to choose, I'd love to be an interior designer.

Gerrit: I'd probably be running my own coffee roasting company and coffee shop.

■ ***Pick five words to describe yourself?***

Emma: creative, humble, caring, curious, realistic.

Gerrit: creative, humble, optimistic, kind, dreamer.

■ ***What song changed your life?***

Amsterdam by Coldplay. This was the first song that Gerrit heard Emma sing, back in 2008 at a school talent competition. Thereafter they made contact and started making music together.

■ ***Favourite fashion garment***

Emma: My sequins hoodie. It sparkles so, naturally, that's my favourite colour.

Gerrit: My leather jacket that I bought in Camden, London.

■ ***Give us some real proper slang and what it means***

"Shlurp!" - The sound it makes when you're sucking the marrow out of life. For e.g. "Hey bro, wanna shlurp this weekend?"

■ ***Your greatest achievement?***

The opportunity to visit Abbey Road Studios after we won the Avid and Abbey Road Studios International Song Contest.



■ ***What do you complain about most often?***

The devaluation of music and the ridiculously low streaming royalty of digital music streaming services.

■ ***What is your fear?***

The further devaluation of music.

■ ***On stage, I tend to?***

We both try to be as natural and relaxed on stage as possible, while still being focused. The audience generally feeds off of the artist's mood, so the key is not to take things too seriously and just aim to give the audience a good time.

📺 Wishes and dreams for 2019?

Last year, we launched and released our debut EP *Bloom* and received overwhelmingly positive feedback. Our goals for 2019 is to put on a slick live show and release our first official music video, and hopefully tour abroad.

Social media links:

www.instagram.com/emergermusic

www.facebook.com/emergermusic

www.twitter.com/emergermusic

emergermusic.bandcamp.com

www.emergermusic.com

ABOUT MARTIN MYERS

Co-owner at Triple M Entertainment, founder Music Exchange, manager Sipho Hotstix Mabuse

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