

Goatsden

Goatsden is music, film, and spirits. The hidden and subversive. The high and low.

Wednesday, September 11, 2013

"Welcome To The Machine" DVD (director: Andreas Steinkogler)



Music industry documentary

This feature-length documentary focuses on the music business, and it follows the trials of an upstart indie pop/dance band, along the way briefly interviewing a number of well-known acts, from the Bloodhound Gang to Lordi to the Album Leaf to AFI to Xiu Xiu. Director Steinkogler, who is based in Austria, naturally focuses on industry professionals in and around Austria and Germany, so the "name" musicians take a back seat.

Steinkogler's "12 Commandments" of making it in the business are pretty well common-sense, and he makes a case that there isn't a singular method to success in the business, but that it's also quite difficult to find an audience in our age of multi-media sensory overload. Honest and entertaining (though a bit long-winded), "Welcome To The Machine" is a well-done "behind the scenes" look at the workings of the music industry.

MVD Visual

[Welcome To The Machinebook](#)

Posted by [Goatsden](#) at 10:38 AM



Labels: [AFI](#), [Album Leaf](#), [Bloodhound Gang](#), [documentary](#), [Lordi](#), [Xiu Xiu](#)

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