

The Story of Merge Records: The Indie Label That Got Big and Stayed Small



Merge Records is one of the most successful independent record labels in the United States. Founded in 1989 by Laura Ballance and Mac McCaughan, the label has released music by some of the most acclaimed

indie rock bands of the past three decades, including Superchunk, Polvo, and the Magnetic Fields. Merge has also been a pioneer in the use of technology to promote and distribute its music, and it has been a vocal advocate for the rights of independent artists.



Our Noise: The Story of Merge Records, the Indie Label That Got Big and Stayed Small by John Cook

★ ★ ★ ★ ☆ 4.5 out of 5

Language	: English
Paperback	: 240 pages
Item Weight	: 10.4 ounces
Dimensions	: 5.5 x 0.9 x 8.5 inches
File size	: 21164 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 320 pages
Lending	: Enabled



In *The Story of Merge Records: The Indie Label That Got Big and Stayed Small*, Ballance and McCaughan tell the story of the label's humble beginnings and its rise to prominence. They also discuss the challenges that Merge has faced over the years, from the consolidation of the music industry to the rise of streaming. Through it all, Merge has remained committed to its mission of releasing great music by independent artists.

The book is a fascinating look at the inner workings of a successful independent record label. Ballance and McCaughan are candid about the challenges they have faced, but they also celebrate the many successes

that Merge has achieved. *The Story of Merge Records* is a must-read for anyone who is interested in the history of independent music.

The Early Years

Merge Records was founded in 1989 by Laura Ballance and Mac McCaughan. Ballance was a music fan and journalist, while McCaughan was a musician and songwriter. The two met in 1987 at a Superchunk show in Chapel Hill, North Carolina. They began dating, and soon after, they decided to start a record label.

Merge's first release was a compilation album called *The Merge Tape*. The album featured songs by Superchunk, Polvo, and the Magnetic Fields. The album was a critical success, and it helped to raise the profile of Merge Records.

In the early 1990s, Merge released a number of critically acclaimed albums by Superchunk, Polvo, and the Magnetic Fields. These albums helped to establish Merge as one of the leading independent record labels in the United States.

The Rise to Prominence

In the mid-1990s, Merge Records began to release albums by a wider range of artists, including Neutral Milk Hotel, the Mountain Goats, and Yo La Tengo. These albums helped to expand Merge's audience and to further establish the label as a leader in the independent music community.

In the late 1990s and early 2000s, Merge Records continued to release critically acclaimed albums by a variety of artists. These albums included *In the Aeroplane Over the Sea* by Neutral Milk Hotel, *Tallahassee* by the

Mountain Goats, and *And Then Nothing Turned Itself Inside-Out* by Yo La Tengo. These albums helped to further cement Merge's reputation as one of the leading independent record labels in the United States.

The Challenge

In the early 2000s, the music industry began to consolidate. Major record labels began to buy up independent labels, and it became increasingly difficult for independent labels to compete. Merge Records faced a number of challenges during this time, including the loss of distribution deals and the rise of streaming.

Despite these challenges, Merge Records remained committed to its mission of releasing great music by independent artists. The label continued to release critically acclaimed albums by a variety of artists, including Arcade Fire, Spoon, and the New Pornographers. Merge also began to explore new ways to promote and distribute its music, including the use of social media and the internet.

The Future of Merge Records

Merge Records is one of the most successful independent record labels in the United States. The label has released music by some of the most acclaimed indie rock bands of the past three decades, and it has been a pioneer in the use of technology to promote and distribute its music. Merge Records is also a vocal advocate for the rights of independent artists.

The future of Merge Records is bright. The label is well-positioned to continue to release great music by independent artists, and it is committed to using new technologies to promote and distribute its music. Merge

Records is a vital part of the independent music community, and it will continue to play a role in shaping the future of music.



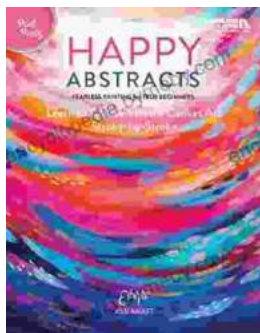
Our Noise: The Story of Merge Records, the Indie Label That Got Big and Stayed Small by John Cook

★★★★☆ 4.5 out of 5

Language	: English
Paperback	: 240 pages
Item Weight	: 10.4 ounces
Dimensions	: 5.5 x 0.9 x 8.5 inches
File size	: 21164 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 320 pages
Lending	: Enabled

FREE

DOWNLOAD E-BOOK



Fearless Painting for True Beginners: Learn to Create Vibrant Canvas Art

Unlock the Joy of Artistic Expression Embark on a transformative journey into the world of painting with our comprehensive guide, 'Fearless Painting...



Proven 12-Step Program for Financial Peace of Mind: Debt-Free, Debt-Free, Debt-Free

Are you struggling with debt? If you're like millions of Americans, you're probably struggling with debt. You may be feeling overwhelmed and stressed...