

The Definitive Rephlex

## ByteNoise

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From: Noaksie Newsgroups: alt.rave Subject: ~~~ The definitive RePHLeX ~~~ Message-ID: <ByJwKK.4nB@brunel.ac.uk>  
Date: 30 Nov 92 22:45:54 GMT

Rephlex Manifesto:

RePHLeX is a new UK label set up in 1991 by myself and my partner Richard James (the Aphex Twin). We felt that there was a void in the country's dance music that few were attempting to fill and so we stepped in with several very definite aims:

Firstly, we hope to promote "Innovation in the dynamics of Acid"  
- a much loved and misunderstood genre of house music  
forgotten by some and indeed new to others, especially in  
Britain. We aim to help feed the underground hard-line of  
house, providing quality "techno"; principally for dance but also  
highlighting the increasingly popular style of electronic listening  
music.

Secondly, we aim to demonstrate to the rest of the world that  
British dance music CAN be entirely original. In the main, we  
plan to disregard the all-to-common breakbeat and resist the  
laziness of sampling other people's music. We also want to  
show that you can make a kick-ass drum beat without preset  
drum-machine sounds - R.I.P. TR909!!

RePHLeX also employs a friendlier attitude to music - believing in a united approach to the advancement of house by all labels in our field (we have tried to demonstrate this in "The Philosophy of Sound and Machine", our compilation CD made in conjunction with a.r.t.). We have been categorized by the media as part of a group that includes the likes of B12, IrDial, Applied Rhythmic Technology and The Black Dog and are indeed proud to be viewed so prestigiously. Although all these operations are distinctly individual, they all seem to be striving for similar goals and are slowly gaining recognition for it. We would like to see a kind of "family" of artists (by no means a monopoly) who are not tied to their own label - introducing more freedom and versatility to music. We do, in fact, have recording agreements with several major artists from around the world - with plans for collaboration projects with artists from Detroit, Holland and Germany. Our intention is that all these people will work with us under pseudonyms: it is very important that our music (past, present and future) sells by its own merit and not for licencing or production credits. We place equal importance in the evolution of fresh artists on the scene however (see our discography for details) and we aim to offer a fairer contract for everyone.

We have an extensive mailing list for DJ's - especially in the extremes of the country (all our staff hail from Cornwall and we are all too well aware of the difficulties in obtaining any kind of diverse recording in such parts). We also run a mail-order department for back catalogue and merchandise (slip-mats, T-shirts etc) and all correspondance is answered personally - though replies can take a while!

Another of our aims is to help reintroduce the concept of thoughtful design in our releases. We have products planned in many different formats (eg coloured vinyl, picture disks and even a double 7" pack!). We also place a lot of emphasis on

graphics - label and sleeve layouts are often sub-standard and there is absolutely no excuse for this, especially when shops charge so much for records today.

These are the underlying principles of every RePHLeX release. I hope I have offered you an insight into our organisation and will be more than happy to help further if required. You can reach me on the phone or at our P.O. Box. Remember to keep an eye on the new forces in house music...forces to be reckoned with!

Grant Wilson-Claridge (founder of Rephlex)

Rephlex Discography - 1991/92 ----- NCC

IG-88/Voafose and Ohm Double A side 4 track 12" CAT 002

Q:Chastic 4 track double 7" CAT 003 Strong Island Players 1

sided promo CAT 004 Caustic Window 5 track EP CAT 005

Caustic Window 4 track white vinyl EP TR 606 The

Cyberchildren 3 track (club use only) CAT 007 The Kosmik

Kommando 4 track clear vinyl 12" CAT 008 Analogue

Bubblebath 3 8 track EP art 2cd Various Compilation CD CAT

010 The Kosmik Kommando 6 track sampler

Future releases - 1993 ----- CAT 011 Green Calx

track picture disk RLP 101 Rephlex Compilation album CAT 013

Space Avenger Cassette

Merchandise ----- 303 T-Shirts Aphex Twin T-Shirts Dog

Tags Slip Mats Mugs Posters/stickers

Mail-Order Dept. ----- EP's @ 6 pounds Poster and stick

sets @ 3.03 pounds Cassettes @ 10 pounds Mugs @ 3.03

pounds CD's @ 12 pounds Slip mats @ 7 pounds T-Shirts @

15 pounds Dog tags @ 15 pounds

Send I.M.O. (International Money Order) / Postal order to Rephlex Records, PO Box 2676, London N11 1AZ stating clearly the goods you require. All prices include V.A.T. and P+P (please allow 28 days for delivery).

**NOTE:** Some items may be unavailable or in short supply (write or ring before ordering if possible).

RePHLeX RECORDS - PO BOX 2676 - LONDON N11 1AZ -  
[081 361 0529]

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