



A CHAT WITH OWNED

If you had to define Owned, how would you do it?

Owned is more like an extended family to us. We hang out, jam, make songs and love what we do. We are not here to make a difference in the music scene, we want to keep on making good music as long as we like to.

Amongst all of your songs, which one is your most favorite?

"Biyog" is the song we love the most. There is a certain vibe to the song which brings the best out of us when we play it live. The best is yet to come though.

How would you describe your journey from where you began until now?

When we started out, we didn't know anyone in the scene, so we had to learn through trial and error. Saadi bhai from Incurtion helped us immensely by asking us to perform and it all started from there. At that point it was all about gigging as much as possible and getting noticed. Fast forward 8 years - We have an album out with over 35,000 downloads available at www.ownedtheband.com and we're working on our second album at the moment. The journey did have its ups and downs but we have always focused on the positives and the optimism keeps motivating us to push forward. Looking back - We wouldn't change a thing!

What is the landscape like in the band industry now according to you?

The band industry is currently transitioning to a new platform along with its audience. There are a lot of opportunities now that social media has given us access to the masses so easily. At the same time - It's very hard to stand out since listeners are often bombarded with various types of music and you'll be directly going up against international artists. It's an ongoing shift to a new medium with the new streaming services popping up everywhere, so it's important to embrace these new mediums to get a wider reach. However, live gigs are still

the best way to connect with the audience.

What are your plans heading into the future?

For the foreseeable future - The plan is to finish the second album and do plenty of shows and spread our music as much as we can. In the long run we just hope to stick together and keep experimenting and making more music. We feel that spontaneity is the best way to move forward and we try to take one step at a time.

Interviewed by

Sadi Mohammad Shahnewaz

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