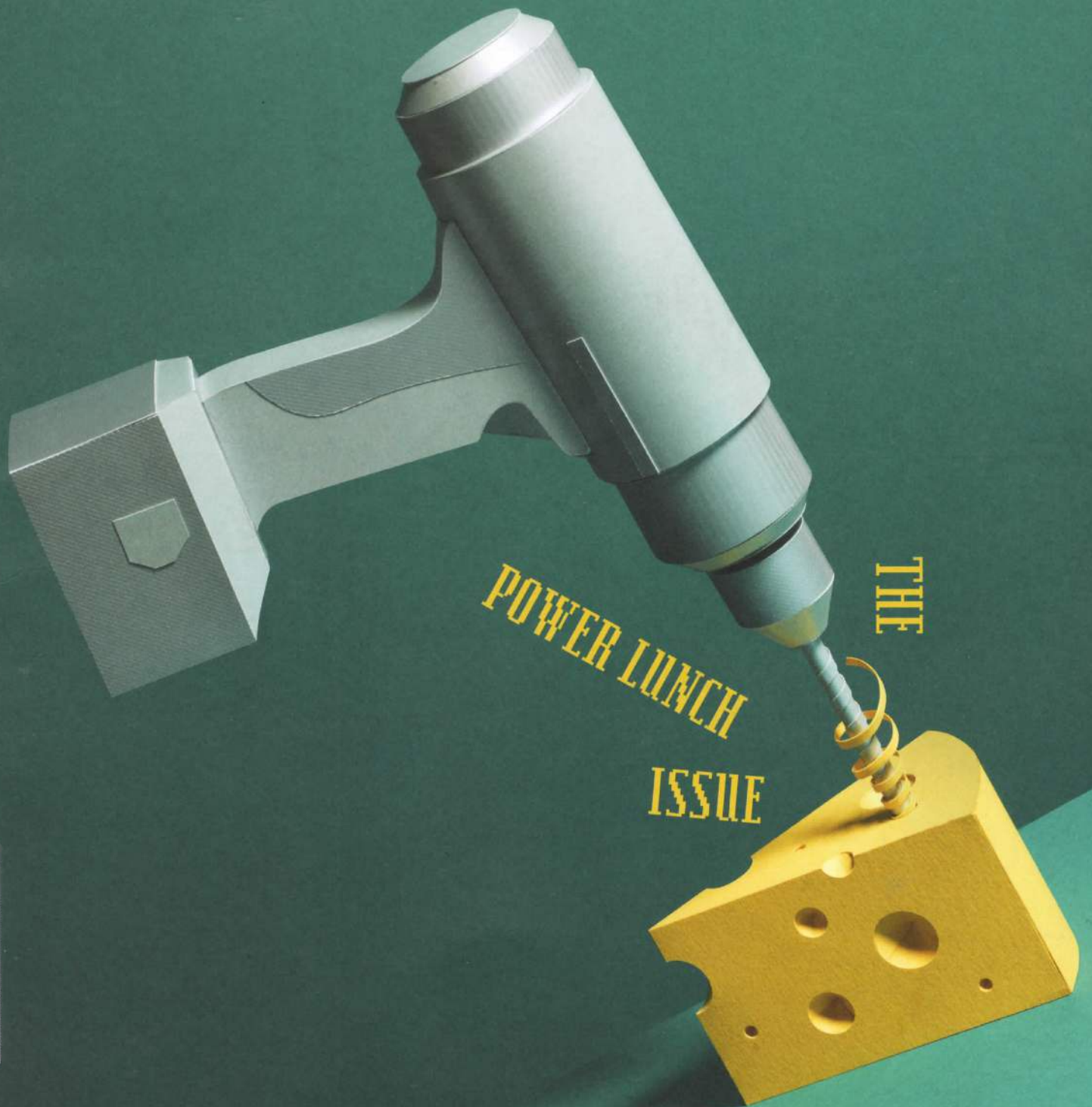


Discipline

A Blink Journal



Celebrating the most interesting makers of Film **Marc Gomez Del Moral**, Art **Bob Lawrie**, Fashion feat. **Kindness**, Design **Inventory Studio**, Interiors **Shed**, Music **Diederik Idenburg**, Dining **Rita's** and more...



Sound Designer **Diederik Idenburg** tells us about **Lernert & Sander, Viktor & Rolf** and a future in baking

From a uninspiring start in accountancy, Dutch composer and sound designer Diederik Idenburg took a leap into the world of music and never looked back. Over the past decade, he's composed music for commercials, films and fashion shows, as well as co-founding the award winning music company MOST Original Soundtracks. He works closely with fashion designers Viktor & Rolf to create edgy sound design for their highly conceptual shows and frequently teams up with avant grade directors Lernert & Sander on film projects.



What lead you to music?

I was always surrounded by music. My parents played music at home all the time. We would sing with my mom on the piano, my dad and sister playing the violin and my brother on drums. I played piano, guitar, drums and bass guitar in my youth and became an avid record collector, DJing in bars and clubs during my studies. I started sampling and sequencing to compose my own music and learned the process of electronic music production by myself. My style is idiosyncratic, I think. I am very open to new musical directions and like to stay up to date with the latest gear.

Is there a fundamental difference in composing pieces for fashion shows and advertising?

They are surprisingly similar. It is always about finding the right atmosphere to emphasise the mood of whatever I am working on. Music is all about feelings.

How do you approach a project?

With Viktor & Rolf the process is different each time. The starting point varies wildly, sometimes it's a specific piece of music, other times it's just a few words describing the mood they are looking for or sketches of the collection.

Commercials or other visual media require a set approach: we discuss brand values, listen to tracks and describe the desired mood. Next, we create a musical mood board and after agreeing on the direction, we start composing. I often work with Ivo (my partner in MOST Original Soundtracks, the music company we founded) but we sometimes create individual interpretations of the brief so clients can choose from different options.

How did your long-standing working relationships with Viktor & Rolf and directors Lernert & Sander come about?

A couple of years ago I was asked to work on the music for Viktor & Rolf's online-only fashion show. I had never worked for a fashion brand before so I thought it would be a great opportunity. I received a brief with 24 different words the music had to resemble, and I sent over a snippet of work-in-progress, very experimental.

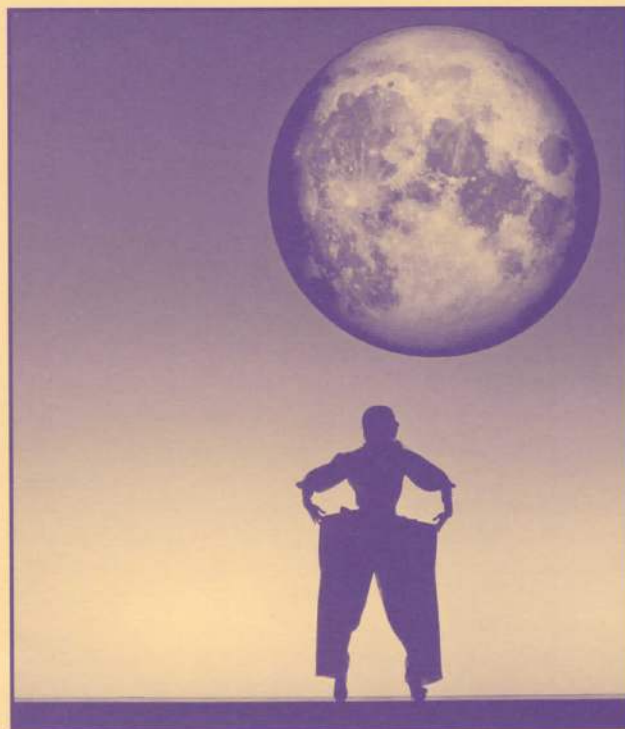
Viktor & Rolf loved it and I built the track for the show on that

snippet. This led to their fashion shows in Paris and other events. I very much enjoy working with Viktor & Rolf and translating their ideas into music, they know exactly what they want to hear.

I have known Sander since our days at BBDO Amsterdam. I bumped into him when he and Lernert were looking for a studio to record voice overs for a project. I took them to my studio and later they asked me to work on other projects with them. I love their conceptual approach and style. We worked together recently on a commercial for a Bugaboo stroller designed by...Viktor & Rolf! An unexpected and pleasant combination of two worlds.

Which projects are you most proud of and why?

I am most proud of the fact that, despite my background in accountancy, I have been able to make a good living out of something I taught myself and really love. I am very proud of my work for Viktor & Rolf and of Cascada Coca-Cola, a project I worked on with Ivo which is a 16m digital waterfall created by Nexus Interactive Arts that involves interactive sound, music and visuals. It was very challenging on technical and creative levels, but we pulled it off and won a prestigious advertising award for best music and sound.



If you were not making music what would you be doing?

I might have owned a bakery, or maybe something outdoors. But I wouldn't be an accountant for sure!

What are you working on next?

At MOST we are currently working on an installation for Philips created by PostPanic, an Amsterdam based production company. I will also be working on shows in the upcoming fashion week.

Left: *The New Shades of Kenzo*, Lernert & Sander 2012

Right: Viktor & Rolf AW2012

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