

BAND RELEASES NEW MUSIC AMID PANDEMIC

NORTHCODE TAPPING INTO SOCIAL MEDIA TO GET A Foothold IN BUSINESS, WRITES KATHRYN DUNMORE

Breaking into the music scene can be challenging for any new band, especially during a pandemic.

But that's just what Northcode is doing with the release of new music.

Formed in early 2019 as Northbound, the renamed group gained success with its talent and support from the community, especially local groups that aim to help local artists.

Northbound is Miguel Angel Loyo, Jerry Zhang, Zhen Sun, Marie-Carmen Loyo and Tim Maguire.

"Northbound formed early 2019," said Marie-Car-



KATHRYN DUNMORE
Column

men Loyo, vocalist. "There was YMCA band battle, so a group of friends decided to get together to compete. From there, we realized we worked really well together, we have very similar tastes in music and views for what we wanted to do as a band. So we kept playing and partnered with Bandology along the way.

"We were very lucky to be selected as one of Burlington's most up and coming artists by Canada's Largest Ribfest. It was an incredible experience. We were so lucky to be part of that.

"At that time, we were still Northbound. Following that, we decided to sit down and record songs, get them produced. When we sat down, we realized there were other bands with that name, so that's why we decided to change our name to Northcode."

With a mere switch in band names, the group focused on its new music. While the ages in the band ranges from 19 to 21 years old, they all had vast experience with the online world.

"With today's technology and the way music is put out nowadays, it's not necessary to put out a whole album all at once," said Loyo. "So we decided the best course of action would be to release songs one by one."

Last year, the band's age restricted playing venues. This year, the pandemic is now restricting live perfor-

mances, but the band is busy releasing music as soon as it is produced — online.

"Last year, we couldn't play at bars and that kind of venue because we weren't 19 yet, so that was a bit of a challenge," explained Loyo. "This year, unfortunately with COVID-19, live performances haven't been an option. Being young, one of the benefits we have is having a good understanding of technology so that's allowed us start this social media presence."

Self-producing its own material, the band started recording songs after Ribfest last year.

"It was a great experience because it allowed us to keep doing that, keep recording and producing the songs ourselves, and having that extra creative agency over our music. In April [of this year], we were



Northcode photo

Northcode has recently released its first set of songs.

super excited to release our first single called 'Unstoppable'.

"Then during COVID, we had lots of free time so we sat down and produced more. On September 12, we released Silently. Then we have some more songs coming soon as well."

You can see the band's latest release here:

www.northcode-band.com/no-permission and follow the band as they navigate onwards and upwards at facebook.com/northcode.band.

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