

SO! Amplifies: Feminatronic

Feminatronic

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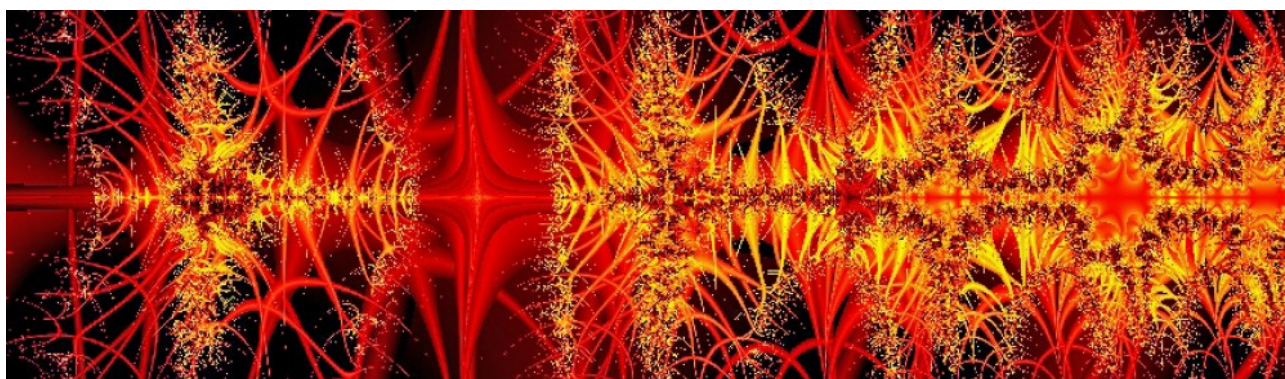
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Abstract

SO! Amplifies. . .a highly-curated, rolling mini-post series by which we editors hip you to cultural makers and organizations doing work we really really dig. You're welcome! —

Keywords

Music (Subfield), Curation, Digital Humanities, Digital Media, Gender, History



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—

FEMINATRONIC began with a simple idea : link with other women who were—and are—creating electronic music, particularly in the Ambient / Space community and then spur each other on by being part of an all-female electronic artist podcast.

I quickly realised that there were more women creating electronic music out in the aether than I had known—and I was *shocked by the lack of visibility* on my part. If I didn't know these artists—someone who follows the scene closely—how was our music getting to listeners? especially with the lack of wider publicity?

After a short while, I quickly concluded that this *perceived invisibility* occurred in all genres of electronic music creation by women. At best, the electronic music scene is fractured and comprised of a myriad of genres. Across the Internet, playlists are heavily geared towards male artists. As an electronic musician myself, who just *happens* to be female, working in isolation from many other artists and genres meant I wasn't really aware of the great female electronic artists out in the world. I had a feeling that there were others like me quietly creating music, soundscapes and sonic art, beavering away using a huge plethora of electronic means to create music, a sound, installations and a voice for themselves but they were unknowns to me and to a wider audience. Provoked by my sense of isolation and invisibility, I set up the website *Feminatronic* to get word out that there were and are, women from all genres of electronic music making, creating music in a variety of interesting ways.

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The site's main aim is to highlight and promote women who create music and sound via electronic processes. My definition of "electronic music" has evolved from the original synth studio based electronic music to include sound art, installations, field recordings, noise, classical, electroacoustic and everything in-between. I designed *Feminatronic* as an inclusive site that would appeal to those interested in a huge range of genres, from Ambient and Space to Field Recording, DJing and EDM to Sound Installation and Experimental. The site features an [A-Z](#)

[catalogue](#) of electronic artists who identify as female, as well as women behind the scenes, the producers, sound designers, and engineers who help make music possible.

In addition to keeping up the catalogue, *Feminatronic* shines a spotlight on as much electronic music, artists, news, events and sites as possible, via the website and social media (Twitter handle: [@feminatronic](#); *Feminatronic* is also on [Soundcloud](#), [Facebook](#), and [8tracks](#)). I believe strongly in collaboration through curation; therefore *Feminatronic* frequently reblogs articles and reviews from other sites, creating a chain reaction of posts and tweets that increases visibility and widens the audience for artists and the forums that feature them.

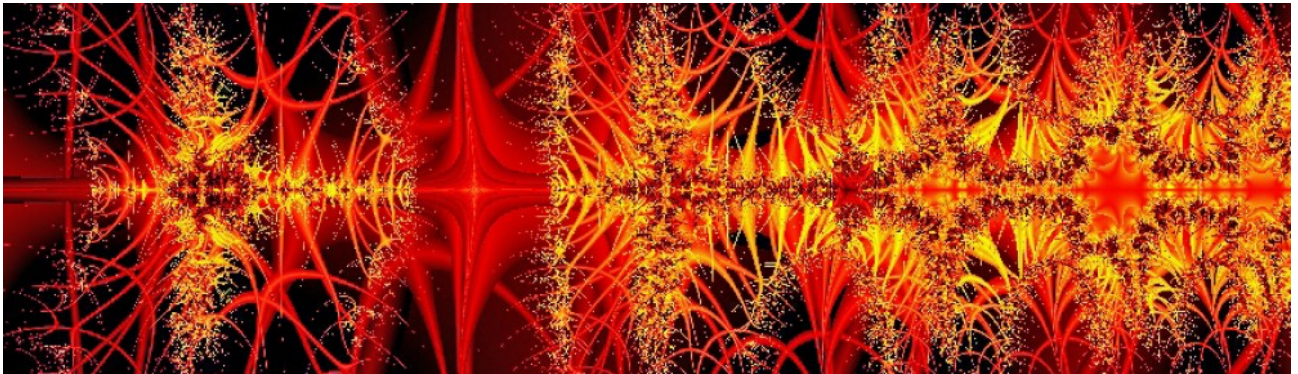
I

Despite all the creativity that I have uncovered since beginning my work, only a fraction of female electronic artists ever get their heads above the parapet and get huge coverage, or even minimal props. Since beginning this site in 2013, I have discovered for myself so much talent and much of it remains well under the radar. Such continued omission gave me the idea to begin an ongoing series of posts called “Today’s Discovery,” a very effective way to give publicity to new releases, back catalogues, and artists both new and established. This series also creates more space for genres that don’t often get a wider audience and to challenge the perception of so-called “women’s music.”

I

One of *Feminatronic*’s most popular features is our “Sunday Mixes.” These are monthly playlists based on a theme that intertwine poetry and electronic music. This project allowed me to combine two things that I love and to explore the music of poetry and the poetics of sound, while introducing new listeners to electronic music and new readers to poetry. Past mixes explored themes such as “Voices,” “Forests,” and “The Moon.”

Alongside sites such as [Pink Noises](#), [Female Pressure](#), [Her Noise](#), and [Her Beats](#), *Feminatronic* is a small but vital cog in a growing movement to shed light on artists who create music and sound via electronic processes, artists who just happen to be women and who deserve to be seen and heard. My work is a voyage of discovery and as such, the site remains an on-going evolving project perennially under construction.



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