

# Local musician starts his own record label

BY DANIEL BAYER  
Staff writer

EDEN - What do Berry Gordy, Richard Branson and Eden resident Bret Hart have in common? They all own their own record labels.

But don't expect Hart's label, InstrumenTales Records, to become, as Gordy once called his Motown label, "the sound of young America". Not that Hart, whose day job is teaching eighth grade English at Holmes Middle School, really cares.

"Being creative for money is like dancing about architecture," Hart said in an interview with Impovijazzation Magazine. "It makes no real sense."

Hart is an proponent of the "do-it-yourself," or D.I.Y., approach. While there have always been independent and regional record labels, (including the the afore mentioned Motown), the D.I.Y. movement takes things a step further. Begun in the mid to late 70's as a reaction to the blandness of "corporate rock," D.I.Y. emphasizes emotional passion over studio perfection, and artistic vision over marketability.

D.I.Y. artists release their own CDs and cassettes, recorded on sometimes primitive equipment. The cutting edge, avant-garde quality of these efforts ensure they receive little airplay outside of college radio.

Hart, who grew up in Massachusetts, started his own convoluted musical career in the 70's playing folk music in coffee houses and college snack bars. The guitar wasn't his first instrument, however.

"I played trombone as a kid," said Hart. "The horn was a big influence on the way I play guitar."

Hart also played in rock bands, banging out 60's classics by The Who and The Rolling Stones. He soon began using his live performances as a backdrop for his experiments with "feedback", the howling noise produced when an electric guitar begins picking up the sound from its own amplifier.

"I had mixed success," said Hart. "I remember practicing in my basement and my mother knocking on the floor upstairs, telling me to knock it off."

Audiences were no doubt equally perplexed at the sounds Hart was pulling from his instrument. "I was trying to capture the influences I was drawing from at the time," he said, citing jazzman Ornette Coleman as an example. "Sometimes it would sound like a battle of the saxophones, but there'd be none around."

After earning an English degree from Potsdam College in 1982, Hart became an intelligence analyst for the U.S. Navy. He settled outside of Boston after being dis-

**LABEL, SEE PAGE 5**



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**Local singer/songwriter/guitarist Bret Hart, seen here performing recently at Lola's Coffeehouse, has started his own record (or CD) label, InstrumenTales Records.**