

Dandyland was founded by Heiko Grein in 2004. Heiko had a connection with music in general very long before he started his own label. He played in a band (44XES) for a couple of years and did a lot of jobs in the music business. He toured with his own band, but also worked as a stage hand, roadie, drove the van, did producing and studio work, managed other bands and so on.

Dandyland was initially founded for Monkeeman, who had been rejected by bigger labels. Heiko liked his first album a lot and wanted to give him the chance to release it. So Heiko founded Dandyland. There was no bigger picture at all where this would lead.

After Monkeeman unfortunately left due to several reasons, other artist signed to Dandyland. It took place by connections via the internet, some active searching and some personal connections. A style change happened, away from the indie power pop tunes with artists like Monkeeman, Garfields Birthday and Atomic in the beginning to artists like Steve Westaway, Louis Philippe and Roger Tarry. The first in the roster belonging to the new orientation was Roger Tarry. Heiko received a wonderful CD by him and found himself a few weeks later on a plane, heading to Bristol and chatting the night away with Roger and other new found friends. Some new things develop by chance and grasping the opportunities which life offers.

More important for a label like Dandyland and people interested in it, is the concept behind it, than an exact history with dates and names, which tells nothing about the why and the ideas behind the project. The strength of Dandyland is that it's a label for music Heiko is somehow personally related to. Through this personal relationship to the music and the musicians, one can be sure not to be treated in the view of profit and short odds alone. It is a matter of brilliant music, which can be far away from the mainstream.

Concerning the future development of Dandyland a prediction can't be given.

Like life, the label profile and roster can and will change from time to time. Every new release from every new artist brings in new input and change to the label profile.

"The future is unwritten!" (Joe Strummer)