

URL: <https://stvp.stanford.edu/clips/the-role-of-trends>

In conversation with Stanford Professor Tina Seelig, singer/songwriter Nate Ruess discusses the importance of being aware of trends in the culture and the market to avoid being left behind when doing creative work.



Transcript

Do you think about this - do you think about trends or are you, as an artist, trying to buck the trends and trying to do something that's very different? No, I think that it's - as an artist, I think that I didn't necessarily have maybe the mainstream success I had until recently because I was so caught up in trying to kind of just make albums like from the 1960s or 1970s like Beatles-esque type of albums and I started to just lose focus on what was happening now.. And I think with the last album I had, I had realized that I was just going to get left behind if I wasn't going to start paying attention.. There is a lot of terrible music out there, most of it is terrible but there is a lot of good stuff and there is people trying to do new things and I let it influence me.. I have become better; a better songwriter, just a better person, by acknowledging what's happening right now.. I think it used to just kind of scare me a little bit but now I think that it's been one of the biggest reasons for my successes; to acknowledge that there is something in front of me that's happening...