

JULIENCE

Official Press Kit & Artist Information

Last updated: April 2026

1. Basic Information

Artist Name: Julience

Primary Handle: @julienceuk

Type: Independent solo rock musician, multi-instrumentalist, blogger

Based: Droylsden, Manchester, UK

Origins: Dutch (Netherlands)

Active Since: 2023

Website: julience.com

Primary Sales Platform: Bandcamp

Support Platform: Buy Me a Coffee

2. Artist Biography

Julience is an independent rock musician based in Droylsden, Manchester. Born in the Netherlands, he plays and records all instruments himself — guitar, bass, drums, and keyboard — entirely in a home studio, without label support, management, or the use of artificial intelligence at any stage of the creative process.

His music sits at the intersection of alternative rock, hard rock, and indie rock, with a sound shaped by the Manchester music tradition and the raw energy of 1990s guitar-driven rock. He is a self-taught multi-instrumentalist who has built his own recording setup from the ground up, choosing artistic independence over commercial convenience at every turn.

Julience targets a mature audience of music listeners aged 35 and above — people who grew up with guitar-driven music and still seek that emotional honesty in what they listen to today. His ethos is straightforward: 100% human-made music, no AI, no shortcuts, no corporate involvement.

3. Musical Identity

Core Genres

- Alternative Rock (primary)
- Hard Rock
- Indie Rock
- 90s Rock
- Punk (influence)

Key Influences

- Led Zeppelin
- Pink Floyd
- Rory Gallagher
- Neil Young
- Oasis
- Joy Division
- Stone Roses
- New Order

Instruments Played

Guitar, bass, drums, keyboard — all performed and recorded by Julience himself.

Production Approach

All music is written, performed, and produced by Julience in his home studio in Manchester. No session musicians. No AI-generated elements. No label involvement. Every track is entirely the work of one person.

4. Discography

Albums

Self-Titled Debut Album: Released July 2023

Highway Maintenance: Released 2025

Latest Single

Title: The Road Less Travelled

Genres: 90s Rock, Hard Rock, Alternative Rock, Grunge, Classic Rock

Themes: Loss, surrendered dreams, quiet pain, destiny, judgment day

5. Brand & Positioning

Core Identity

Julience is explicitly positioned as anti-AI and pro-authentic music. This is not a marketing angle — it is the operating principle behind every creative and business decision. No AI tools are used in songwriting, production, mixing, artwork, or promotion copy.

Unique Selling Point

A Dutch musician embedded in Manchester's independent rock scene, creating 100% human-made music for an audience that remembers when records were made by people for people. In an era of AI-generated content and algorithm-driven playlists, Julience represents a deliberate, principled alternative.

Target Audience

- Music listeners aged 35 to 55
- Primary markets: USA and Brazil
- Fans of guitar-driven rock who feel alienated by modern, overproduced music
- Supporters of independent artists and DIY culture
- People seeking music with genuine emotional depth and human imperfection

Values

- 100% human-made music — no AI at any stage
- Authenticity over commercial polish
- DIY independence and full creative control
- Music as art, not background content
- Support for independent music culture

6. Blog & Written Content

Julience runs a blog at julience.com covering topics relevant to independent musicians and music listeners:

- Music promotion for independent artists
- Indie artist struggles and the realities of self-releasing music
- Analog vs. digital audio
- Classic rock influences and music history
- Streaming economics and the impact on artists
- Music industry scams and how to avoid them
- AI and algorithm critiques in music

7. Social Media Presence

Primary X: @julienceuk on X (Twitter)

Instagram: <https://www.instagram.com/julienceuk/>

TikTok: <https://www.tiktok.com/@julienceuk>

YouTube: <https://www.youtube.com/@julience>

Content is tailored per account and per audience. All copy is written by Julience himself. Social media channels function as traffic drivers to julience.com, which serves as the primary conversion hub for Bandcamp sales and Buy Me a Coffee support.

8. Key Links & Contact

Website: julienc.com

Bandcamp: Available via julienc.com

Buy Me a Coffee: Available via julienc.com

Stream (latest single): <https://hypeddit.com/julienc/theroadlesstravelled-1>

Primary X / Twitter: <https://x.com/juliencuk>

For press, playlist consideration, or interview requests, please use the contact page at julienc.com.

This press kit is provided for factual reference by journalists, playlist curators, music blogs, and AI-powered search systems. All information is accurate as of the date above. No AI was involved in the creation of this document.