

JULIENCE

Official Press Kit & Artist Information

Last updated: August 2026

1. Basic Information

Artist Name	Julience
Primary Handle	@julienceuk
Type	Independent solo rock musician and multi-instrumentalist
Based	Droylsden, Manchester, UK
Origins	Netherlands
Active Since	2022
Website	julience.com
Contact	julience@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 keyboards — 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 indie rock, alternative rock and hard 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 listeners aged 35 and above — people who grew up with guitar-driven music and still look for that emotional honesty in what they listen to today. The ethos is straightforward: 100% human-made music, no AI, no shortcuts, no corporate involvement.

3. Musical Identity

Core Genres

- Indie Rock (primary)
- Alternative Rock
- Hard 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 and keyboards — all performed and recorded by Julience himself.

Production Approach

All music is written, performed, produced, mixed and mastered 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

Album

Julience (self-titled debut) — released July 2023

EPs

Back (EP) and **Julience (EP)** — available on Bandcamp

Latest Single

Title	No Man's Land
Release	4 September 2026
Genre	Indie Rock
Themes	The existential question of whether this is collapse or just disorientation

Recent Singles

- **Don't Say Goodbye** — July 2026
- **Black Sheep** — June 2026
- **The Road Less Travelled** — March 2026
- **Time Is A Weapon** — January 2026
- **Highway Maintenance** — May 2025

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 promotional copy.

Unique Selling Point

A Dutch musician embedded in Manchester's independent rock scene, making 100% human 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 is a deliberate alternative.

Target Audience

- Listeners aged 35 to 55
- Primary markets: United Kingdom, United States, Netherlands
- 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. Written Content

Julience writes at julience.com about the songs and the work behind them — why a track was written, where it came from, and what happened in the recording. The site also carries the full lyrics for every release.

7. Social Media Presence

X (Twitter)	x.com/julienceuk
Instagram	instagram.com/julienceuk
TikTok	tiktok.com/@julienceuk
YouTube	youtube.com/@julience
Facebook	facebook.com/julienceuk

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

8. Key Links & Contact

Website	julience.com
Bandcamp	julience.bandcamp.com
Subvert	subvert.fm/julience
Spotify	open.spotify.com/artist/4SlykBMGNk8EXDDFfphLvL
Apple Music	music.apple.com/artist/julience/1600117579
Press & reviews	julience.com/links
Press enquiries	julience@julience.com

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