



## Stanford eCorner

### The Role of Trends

Nate Ruess, *fun.*

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Video URL: <http://ecorner.stanford.edu/videos/3285/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.