



# Artists share One Thing in Ableton's new video series about creative approaches

Berlin, Germany, March 7th 2017



Ableton has launched a new series entitled *One Thing* – a collection of bite-sized videos in which a diverse range of artists share an individual approach that keeps their creativity flowing. The monthly series has kicked off with 13 videos, now available to watch at [Ableton.com/one-thing](http://Ableton.com/one-thing)

Any artist can suffer from a lack of inspiration at some point. The *One Thing* series takes you into the workspaces of musicians, producers and other artists to discover a method they rely on to keep their creative flame alight.

Among the first to share their personal nuggets of inspiration are sound engineer Hannes Bieger, producer Stoni, and composer John Kameel Farah. They join a handful of electronic musicians such as Daedalus and Kyoka, all contributing ideas that you can try for yourself. Go against your instincts when choosing sounds to work with. Or spark ideas by searching for hidden rhythms in recorded noise. And have you ever thought about how much you actually move when you're making music?

With technical tips as well as broad creative strategies, there's something that should strike a chord with beginners and experienced musicians alike. Plus there'll be a new video with a new strategy added to the series every month.

[Head to Ableton.com](http://Ableton.com) to check out the *One Thing* videos now.

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## About Ableton

Ableton makes products for musicians, producers, and DJs to create and perform music. These include Live, software that turns the music studio into an instrument; Push, a hardware instrument for playing and composing with Live; and Link, a technology for playing in time together. Ableton was founded in 1999 and released the first version of Live in 2001. Since then, the company has attracted a worldwide community of dedicated users.

Ableton's headquarters are in Berlin, with an additional office in Los Angeles. The company is run by its founders and currently has about 230 employees.

[www.ableton.com](http://www.ableton.com)

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