

FACT SHEET

MUSIKUSS RECORDS

INDEPENDENT LABEL - HAMBURG, GERMANY

FOUNDED	2025
LOCATION	Hamburg, Germany
TYPE	Independent label (no active A&R, not signing outside artists)

MISSION

MUSIKUSS RECORDS is an independent label at the intersection of human creativity and AI-assisted music production. Our artists write their own lyrics, develop their own song concepts, and use AI as an instrument for arrangement and orchestration - not as a replacement for the creative process. Through multiple iterative production loops followed by hands-on post-processing, mixing, and mastering, the result is a synthesis of technological innovation and musical substance.

At the same time, the label produces fully handmade music with no AI involvement, showing that both approaches can coexist - held together by the same standard of quality.

ARTISTS & PROJECTS



MUSIKUSS

Exclusively AI-assisted projects - songwriting and concept are human, production via iterative AI use, followed by manual post-processing, mixing, and mastering.

SINGLES	3 standalone singles, genre-spanning (punk, funk, electro pop)
DISTANT STATIC	Alternative / progressive rock - 1 single released, debut album in progress (upcoming)
SUBTEXT	90s hip-hop style, German-language - 4 singles released, next single dropping next week



MIRKO SCHUBERT

Exclusively handmade music, no AI involvement. Planned down the line: an AI-instrumented reimagining of an existing singer-songwriter album.

GENRES	Jazz, funk, fusion, downtempo, pop, singer-songwriter, electronica
DISCOGRAPHY	2 singles, 1 EP, 1 album (currently released)

PRODUCTION APPROACH

- Original lyrics and song concepts as the starting point - not pure AI generation
- Multiple iterative AI production loops, followed by hands-on post-processing
- Full mixing and mastering process handled in-house (Logic Pro)
- In parallel: fully handmade productions with no AI involvement (Mirko Schubert)
- Two fundamentally different production philosophies under one label roof

CONTACT

PRESS	press@musikuss-records.com
INSTAGRAM	@musikuss_records
WEB	musikuss-records.com