

1st Drop Music



Overview

1st Drop Music is an Arizona-rooted record label and Artist collective connecting distinct musical identities, hundreds of releases, playlists, videos, stories, and merchandise. Based between Tucson and Flagstaff, its catalog spans Hip-Hop, Electronic music, House, Alternative Rock, Darkwave, Country, Folk, cinematic composition, instrumental beatmaking, and Southwest Soul. Founded by Bear Cole, 1st Drop Music makes room for the full emotional spectrum of life—from hurt, darkness, and rebellion to love, gratitude, humor, and music built for dancing.

The story

One Creator, Many Distinct Artists

1st Drop Music is an Arizona-rooted record label and creative experiment created by Bear Gallagher-Cole, publicly known in music as Bear Cole. Across hundreds of releases, the project connects a broad musical catalog with a family of intentional Artist identities, each developed with its own sound, emotional language, visual world, and audience experience.

Bear Cole is the human creator behind 1st Drop Music and all of its Artists. He does not merely oversee the catalog: with rare outside production and collaboration where credited, he creates the music through songwriting, performance, production, engineering, and creative direction. The shared authorship explains the connections running through the catalog while preserving the purpose of each individual project. The governing principle is: Preserve the Artists. Reveal the connection.

The 1st Drop Music family includes Bear Cole, Bear the Astronot, Feral Business, Indrid Coald, Michael Patrick Ceol, Oso Melodic, RACK WIDOW, Sagebrush & The Little Flowers, Turntable Kachina, WUUYUH, and The Wax Chumps. Together, their catalogs move through Hip-Hop, Electronic music, House, Techno, Rock, Darkwave, Industrial, Punk, Country, Folk, Pop, cinematic composition, instrumental beatmaking, Bass Music, Phonk, Trap, Ambient music, and Southwest Soul.

Music Across the Full Emotional Spectrum

The organization's work spans hurt, despair, mental-health struggles, addiction, death, rebellion, love, joy, gratitude, humor, and dance-floor release. Difficult subjects are approached with care and specificity rather than sensationalized or converted into a promotional pose. At the same time, 1st Drop Music refuses to confuse meaningful art with permanent solemnity. Wit, dry humor, sarcasm, playfulness, and bright movement remain essential parts of the larger voice. The darkness is part of life. So is the dancing.

Arizona-Rooted and Built for Discovery

Connected to Tucson and Flagstaff, 1st Drop Music treats Arizona as lived creative context. Desert cities, mountain towns, distance, open roads, contrast, solitude, and community all inform the project's understanding of rhythm, atmosphere, storytelling, and place. That perspective also supports Southwest Soul, a musical identity shaped by Arizona experience and relationships among songwriting, groove, electronic production, beatmaking, Country, Folk, Hip-Hop, and other forms.

Beyond releases, 1st Drop Music is building a connected system of Artist sites, playlists, videos, stories, merchandise, and listening experiences. These surfaces are designed to make a large catalog understandable without flattening its differences. Listeners can enter through an Artist, genre, mood, recording, playlist, or story and follow meaningful relationships into the wider musical universe.

1st Drop Music is ultimately one musical mind expressed through many distinct Artists: open about the connection, serious about the work, and human enough not to make every sentence behave like a corporate mission statement.

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