

Press Release

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For immediate release

Brussels: two rising female deejays open pop-up store dedicated to electronic music and its thriving community



music in all its manifestations
shop & community space

Dana Kuehr and Ailsa Cavers are launching **Objet Petit a**, or **OP-a**, a pop-up store and community space dedicated to music in all its manifestations. The store aims to promote diversity, inclusion, and (eco)feminism within the city's electronic music scene. Faced with the reality of a sector that has historically been occupied by heterosexual male figures, the duo is approaching the project—and their work in general—through a freshly inquisitive lens.

Changing the paradigm

As Brussels' first **female-run** electronic music store, OP-a will stock a wide range of music-related items, from records to books to magazines to equipment to clothing. But, more than just a store, OP-a will also provide a space for like-minded spirits to gather and converse, whether during weekly meditation sessions,

sound healings, or the many in-store sessions with local musicians and collectives during the pop-up's duration.

What's in store?

With a focus on local producers, collectives, and artists, OP-a will stock both **secondhand and new records**, merchandising such as **clothing and accessories**, theory **books** related to music and sound, **magazines and fanzines**, **artworks**, **gifts** and **sculptures**. Whether you're a DJ looking for fresh music to play, an open-minded wanderer searching to quench your curiosity, or a lover looking for the perfect unexpected present, OP-a will deliver. Beyond the wide range on offer, owners Dana and Ailsa are a well of knowledge, ready to gently impart their wisdom to each and every customer.

A community space for likeminded souls

By zooming in on principles such as care, open-mindedness, and transdisciplinarity, **OP-a is a music shop and community space with a unique atmosphere**. Thanks to the weekly programming, people from all walks of life are invited to gather and converse informally in the space:

- Local collectives and artists will showcase their sounds and artists at **weekly listening sessions**, and the public is invited to have a drink inside or on the patio.
- The OP-a **weekly meditation, deep listening and self-massage circle** will provide a moment of calm for anyone who wishes to drop in or sign up for the 9-week programme.
- In addition, to the rear of the shop, there is an area for **casual coworking** for creatives who need a quiet space to concentrate.
- More workshops TBA



Bread and Roses, Workshop led by Dana and Ailsa around the theme of protest songs, Face b, 2023
Photo © Jonas Reubens

A healthy dose of name-dropping

OP-a would not exist without its thriving network of friends and collaborative partners. Here is a list of just some of the exciting collaborations we have on the menu, with more TBA:

[Planet](#) – Brussels-based DJ and producer collective

Beautiful Freaks – Brussels-based party producers

[Supergay](#) – Ghent-based gay party concept

[Affair](#) – Leuven and Brussels-based super organizers

[Sundaze](#) – Brussels-based love on a Sunday party concept

[Basic Moves](#) – Brussels-based archival and contemporary music label project

[Spirale Press](#) – mysterious French zine makers working on issues of contemporary nightlife

[Nowadays](#) – Antwerp-based music collective, fashion brand, and online magazine

SIP – Ghent-based winemaker and selector

[Animal Press](#) – Brussels-based publisher

[Afterclub](#) – Brussels-based publisher with a focus on club culture

[Fuse](#) – Mythical Brussels nightclub and label

Ceeramics – Ceramic artist

[Nina Vandeweghe/Shower stories](#) – Visual artist and clothing line

[Eau Vertueuse](#) – Belgian Kefir producers

[Welt Discos](#) – Lisbon-based record label

[Ediciones Danza Negra](#) – Bogota-based record label

software – Sound healing & sonic meditation

[Casa Voyager](#) – Record label and collective

[Metropolis](#) – Brussels-based techno-oriented party concept

[Lube BXL](#) – Brussels-based queer party concept

Sometimes words become sounds, and sounds become things



Long-time friends Dana and Ailsa started [Blurbs](#), a communication agency dedicated to the cultural sector, in 2018.

Alongside this activity, which involves translation, copywriting, proofreading, consulting, and content creation, they are among the founding members of [PLANET](#), a DJ and producer collective. Both are active as DJs on the Belgian and international scenes. Dana has released multiple records on

pioneering labels such as Brussels' own Basic Moves and Frankfurt's Die Orakel. Ailsa works as a photographer and designer for labels and artists alike.

OP-a was born from the desire to gather our friends and community and reach out to all curious souls.

Why "Objet Petit a"?

Without going too deep into technical psychology terms, *objet petit a* is "the little other", a reference to an object of desire in Lacanian psychoanalysis. In recent years, we've been interested in queer and feminist critiques and re-readings of Lacan, and this idea stuck out to us as an amusing and slightly subversive name for our concept. Naturally, we shortened it to op-a, and now we love the little nod to grandpas and Greek weddings as well :)

Practical info

Pop-up shop from May 2nd to July 28th 2024

OP-a
331 Chaussée de Wavre
1040 Brussels Etterbeek

Opening hours:
Weds-Sun
12-8 pm

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