

From the Ocean to the Open Road – NorthBeat Records Turns Real Lives into Music



Akersberga, Stockholm Nov 10, 2025 ([IssueWire.com](https://www.IssueWire.com)) - Independent label NorthBeat Records ([NorthBeat Records](#)) is turning real human journeys into powerful soundtracks of freedom, courage, and connection.

From sailing families crossing the oceans to a cyclist riding from Sweden to Japan, NorthBeat transforms authentic experiences into genre-blending music that unites artists, adventurers, and

listeners worldwide.

Music that connects people – no matter where they are

Founded by producer and songwriter Viktor Grahm ([@viktorygrahn](#)), NorthBeat was created with one vision — to build a global community where music grows through collaboration.

The project “We Are Free” is a shining example: a song and film created together with 12 families who live full-time on sailing boats and explore the world, including the well-known Swedish sailing families [@sailinggreta](#) and [@linneasailing](#).

The song captures the feeling of freedom, unity, and the courage to live life on your own terms — marking the beginning of a new creative movement within NorthBeat.

Riding for You – from Sweden to Japan, a journey of heart and strength

In collaboration with artist Rayeggiao ([@rayeggiao](#)) and adventurer Anders Grandien ([@andersgrandien](#)), NorthBeat created “Riding for You”, a song inspired by Anders’ 15 000 km cycling journey from Sweden to Japan to honor his late father and raise awareness for men’s health.

The project has already raised over 6 000 USD for charities supporting men’s mental and physical health — a strong example of how music and action can amplify one another.

The track is produced by Viktor Grahm and co-written with Rayeggiao, inspired by real encounters and emotions along the road.

Listen here: [Riding for you](#)

Read more: [6000 USD to Movember](#)

An open collective – where everyone can join

NorthBeat is building the future of open music collaboration, where anyone can contribute — regardless of experience or genre.

NorthBeat OpenTrack – Submit your demo, beat, hook or vocal idea. Selected entries may become official releases or collaborations with established producers.

NorthBeat Songwriter Collab – A creative space where lyrics, ideas and melodies are developed together with the community.

NorthBeat Playlist Collab – Together, we curate the freshest and most inspiring playlists with new standout music from independent creators around the world.

“We started NorthBeat to create music that means something – but also to build a place where people connect. It’s about energy, feeling, and community – not perfection.”

— Viktor Grahm, Founder of NorthBeat Records

All music from NorthBeat:

<https://nrb.fm>

NorthBeat Records is an independent Swedish label and creative collective producing music across multiple genres — from pop, EDM and cinematic to folk-inspired projects.

The label is home to Viktor Raye, VYKR, Quantum Epoch, Rayeggião, Melissa Selina Costa and Epic Four.

NorthBeat also collaborates with athletes, sailors, dancers, photographers and creators worldwide to make music that unites people and stories.

NRB.FM acts as NorthBeat's central hub for smart music links and community — a shared space where fans, creators and partners can easily discover new releases and collaborations.

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NorthBeat Records unites real journeys and music — from ocean life to a 15 000 km ride across the world.



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Source : NorthBeat Records

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