

In today's K-pop scene, most idol groups focus on delivering flashy performances to tracks prepared by professional songwriters and producers, which, unfortunately, leaves little room for the idols themselves to participate in the creative process.

But BOYNEXTDOOR, a six-member boy band debuted in 2023, has been striving to break free from that standard K-pop playbook.

Under the guidance of rapper and producer Zico — also the head of the group's agency KOZ Entertainment — BOYNEXTDOOR has distinguished itself from its peers by having all members take part in songwriting and production.

From Jaehyun and Taesan to the youngest member Woonhak participating in writing the team's buzzy singles like "Earth, Wind & Fire," "Nice Guy" and "If I Say, I Love You," the group says every track is a team effort.

"What makes a song good is different for every artist," Jaehyun said, during an interview with The Korea Times at a cafe in Mapo District, Monday. "For us, it's about whether the song lets us show our unique character on stage, and whether it resonates with people. That's what the six of us are always striving for when we write."

That mindset is what drives the band's latest EP, "No Genre," set for release on Tuesday evening. The seven-track record includes the high-energy lead single "I Feel Good," a retro-soul cut "123-78," city-pop-inspired "Step by Step," the house-driven "Next Mistake" and more.

Despite the musical range, the album's seemingly ironic title, "No Genre," signals the group's refusal to be boxed in.