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ALLEN TOWN INDEPENDENT RECORDING SYNDICATE NEW OPTION FOR INDEPENDENT MUSICIANS

Allentown Independent Recording Syndicate (A.I.R. Syndicate) will offer professional quality recording, art and design services to local musicians beginning in February of 2005. While also available for commercial audio production and graphic design services, A.I.R. Syndicate primarily seeks to provide high quality services to independent bands and solo artists.

Co-founders Erik Christ and Gary Wertman describe A.I.R. Syndicate as an effort to raise the standard of excellence for recording independent musicians in the Lehigh Valley. Christ and Wertman are both musicians and artists themselves, and their experience in front of the microphone has shaped their attitudes about their work at the mixing console. "The production team needs to care as much about each song as the songwriter, or else the music loses something along the way," says Wertman. "That kind of attention to detail is just as important as a studio's equipment list, and that's something that sets us apart from your average studio."

A.I.R. Syndicate has already completed full-length albums for the founder's own bands, American Ether and Design For Life. "It had been really hard, as a local artist without a zillion dollar budget and a record label to make a great *sounding* album around here," says Christ, "but we've solved that problem. We want all of our artists to be able to create the highest quality recordings without all the interference and financial obligations associated with a typical record contract."

Christ and Wertman expect that A.I.R. Syndicate's roster of affiliated artists will work together to promote each other, and that traditional word-of-mouth marketing will slowly expand the sphere of influence for all the artists on the roster. "This is really an experiment to find out what happens if a bunch of talented acts from our region can all get on the same page, record some great sounding records, and work together to promote each other," says Christ. "We think we can contribute and grow our local music scene into something bigger and better than we have today."

For more information about A.I.R. Syndicate, please contact Erik Christ at info@airsyndicate.net, or visit www.airsyndicate.net.

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