



THE FLUX-ADEL
RECORDING DIVISION

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"recording is progress"

JUNE 13, 2012 - FOR IMMEDIATE RELEASE

(Cleveland, Ohio) Music lovers and local artists are invited to attend the 2012 Fluxadel Release Party, marking the release and listening party of new music from four local artists. The event will be held at the Lasalle Theater, 823 East 185th Street, Cleveland, 44119 on Saturday, June 23rd beginning at 8pm.

With over 10 new pieces of original music being released by four independent artists on this one night, it's a testament to the creativity, perserverance, and DIY ethic of the Cleveland music scene. "Putting all of the artists together into one celebration at this classic building is unusual but important" says Winnie Rose, whose will debut her aria. "These four artists that are not what they seem from the outside, much like this theater. It's perfect."

Roaming Crazy is hard rock for this age and this time featuring huge riffs and powerful rhythms. **2MERICA** is one of the most fearless projects going, healthily bending genres and sounds for years. **Ezraz** presents a sonic twitter feed with all genres zipping through our modern mind. Also the debut of **Winnie Rose** and her first release "The Nightlight Aria" should open people's ears to an intriguing new composer and artist.

The party will be held in the beautiful Lasalle Theater, the same location where Roaming Crazy recorded their new single "Sing Too" last fall. Built in 1928 and closed in 1992, this classic theater will shine brighter than it has in decades. 1920's style dress is recommended for a journey through time. Each artist will present an audio-visual peek into their creative process and debut their new release.

Registration is free and online at <http://fluxrelease.eventbrite.com>. More information on the party can be found in the FAQ at <http://fluxadel.com/party>.

The Flux-adel Recording Division is as much a production philosophy as it is a physical location. "Production is important. Sound is important, and not just quantitatively but with a search for quality. There's a lack of dynamic range, a lack of organic or original tones, and a general lack of attention span hurting today's music industry" says Jodin Ravia, producer at Flux-adel. "We try to balance improvisation and redundancy. Our artists write both pop hooks and instrumental movements. Our goal is to free ourselves from restrictions and turn limitations into strengths, on both the production and compositional fronts."

The 2012 Flux-adel Release Party is sponsored by The Musicians Garden <http://clevelandrockconservatory.com>, Collinwood Sun LLC and Northeast Shores.

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