



I'll get all of the cliché sayings out of the way first. Music is our passion. From the days when I knew the least about the recording process, yet yearned the most to learn it, there was one constant and that was and still is the music that is recorded. The very first amateur studio (which may be a euphemism) I opened was 10 years ago and operated out of my parents' house. There was very little overhead since the rent was cheap (read: parents' house) so it afforded the opportunity to offer services at dirt-cheap prices. This was very appealing to many artists and bands for many reasons: a comfortable recording environment, low-stress, no time constraints, and the common goal of creating a great record.

Fast-forward to today, after recording numerous artists and bands out of that "amateur studio", after furthering and deepening recording knowledge through intrigue and experimentation, after pursuing formal music production and engineering education at the illustrious Berklee College of Music. Learning about studio operations and costs, researching endlessly the options to create a sustainable recording studio... somewhere along the way, something got lost in translation, something got lost in the noise. We don't need another competing recording studio.

"We need new noise."

In it's very essence, New Noise Group is more than a simple recording studio. New Noise Group is an idea that artists can be unleashed from financial constraints that money has on the entire process of making music. Whether it be hourly studio costs, engineer fees, mixing fees, mastering fees, or what have you, the recording process today is not limited by artist's creativity, but their in-budget creativity. By removing these constraints, New Noise Group gives artists the opportunity to create their record true to their creative vision.

Rather than attempt to retro-fit business models and marketing tactics for an industry that has seen itself get flipped completely upside-down over the last decade, we are building a new kind of recording studio, for a new kind of music industry. One that thrives on the one constant that will always be present: music. Our goal is simple: to provide free recording for artists, and at the same time, open up the mystique around the recording process by allowing students to experience professional recording sessions first-hand. In addition, we will be offering stand-alone classes to provide educational programs to the community to spark the next great "amateur studio". This is just the beginning, and we are very excited.

Sincerely,
Omid Majdi
Founder & President