

Tekserve Hosts Future of Music V – The Craft of iPad Music-Making

Fifth Event Brings Visual Artists and Musicians Together for Live Performances and a Panel Discussion Moderated by Journalist Harry Allen and Co-presented with Peter Kirn of Create Digital Music

New York, NY – January XX, 2011 - Tekserve, New York's largest independent Apple store and service facility, today announced details for the Future of Music V – The Craft of iPad Music-Making. Hosted at Tekserve's store location on February 3rd, the fifth event brings a mix of musicians and visual artists together for one live night of performances and discussion. Tekserve is co-presenting the event with Peter Kirn of Create Digital Music, a leading blog and online community for artists exploring new realms of making music with technology.

Moderated by Harry Allen, Hip-Hop Activist & Media Assassin, a prolific journalist and music expert who writes for The Village Voice, The Source, and other publications, as well as his own "Media Assassin" blog, "Future of Music V" will focus on the ever-changing state of the music business and how the introduction and proliferation of the iPad has changed the nature of live performance.

"From the creation of music to its distribution in the digital world, the impact of iOS can be felt everywhere, dramatically changing the landscape of the industry and leveling the playing field for independent artists," said Allen. "Tekserve's Future of Music V event brings esteemed digital performers together in one night of music and exploration at a new inflection point in the industry."

Attendees of the event will also get a first look at Tekserve's newly updated A/V room. Here, amateurs and pros alike can browse through Tekserve's wide selection of products, talk shop, or simply get tips from knowledgeable staffers (all of them practicing musicians, mixers, editors, videographers, etc.). To celebrate the Future of Music, Tekserve is offering a special deal on three products from the A/V Room that facilitate music-making on the iPad. Throughout February, customers will receive 10% off the following items:

- IK Multimedia AmpliTube iRig
- Sennheiser HD 280 Pro Headphones
- Blue Microphones Mikey

"We take great pride in presenting an entertaining and educational event for attendees where they can enjoy talented electronic music artists performing live and then learn how they can use the tools themselves, whether they are an advanced musician or just getting started," said Paul Rechsteiner, Tekserve Manager.

Panelists and musicians participating in the event include:

- **Peter Kirn** - Creator and editor of Create Digital Music, Peter Kirn is a composer/musician, media artist, educator, and technology writer. The author of Real World Digital Audio, a comprehensive book on producing music with computers and digital technology, Peter also writes for Macworld, Make, Keyboard, and Computer Music magazines.
- **Oliver Chesler A.K.A The Horrorist** - Oliver Chesler is a native New Yorker, owner of The Things to Come Records, and editor of Wire to the Ear. His innovative electronic music is celebrated around the world. Many remember him as the punk styled kid in D.A. Pennebaker's concert film "101", featuring Depeche Mode. British music critic Simon Reynolds once proclaimed, "My favorite contemporary American singer-songwriter is Oliver Chesler, a/ k/a The Horrorist."
- **Steve Horelick** - Composer, songwriter, and musical adventurer, Steve Horelick creates live electronic soundtracks and original scores for TV, film, and games. His credits include everything from PBS's Reading Rainbow to HBO's When It Was a Game. Steve's true passion is live performance, where he creates electronic music by utilizing algorithmically structured MIDI objects to create controlled random soundscapes— which he performs with a range of equipment, including his iPad.
- **Joshue Ott** - Both a musician and software developer, Joshue Ott performs live, cinematic audio/video improvisations. He works from hand-drawn forms manipulated in real-time with a software instrument of his own design, SuperDraw. Ott has worked with musicians from many genres and has performed with the American Composer's Orchestra at Carnegie Hall and at venues throughout NYC, including Le Poisson Rouge and the Knitting Factory.

"A new breed of software, powered by touch and innovative graphical interfaces, is finally bringing futuristic, sci-fi-style musical interaction to our fingertips today," said Peter Kirn, one of four panelists.

The Future of Music V: The Craft of iPad Music-Making will be held from 8:30 – 11:00 p.m. on February 3rd at Tekserve's store location at 119 W. 23rd St. (near 6th Ave.). Refreshments will be served.

About Tekserve

Tekserve is New York's largest independent Apple store and service facility, "For All Things Apple—Only in New York. Only on 23rd." Tekserve has been serving the local New York City community for over 20 years, offering the newest family of Macs, iPods, the iPad, plus the City's best selection of accessories, cases, bags, and gear. Tekserve also offers while-you-wait configuration, service and repairs, software, professional audio, video, and graphic solutions, rentals, seminars, training, data recovery, on-site service, and plain ol' good advice. For more information, visit www.tekserve.com or call (212) 929-3645.