

ArtisTech Media Signs Blue Wave Theory

By ArtisTech Media

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Next Gen Label Demonstrates the Collaborative Power of Non-Exclusive Deals From Coast to Coast

Next Gen music label Artistech Media is pleased to announce it has just signed progressive surf rock band Blue Wave Theory, and is today releasing their self-titled album as a TuneTrack-LP. Formed in New Jersey in 2007, Blue Wave Theory's current band members include Steve Rabeler (guitar), Kevin Stamper (bass) and Rob Wolleben (drums). The band's music is entirely instrumental and always performed in a classic power trio format.

"We are excited to become official members of ArtisTech Media -- a label with a modern vision for independent music," Mr. Rabeler commented. "We truly appreciate being supported through our partnership with ArtisTech. They give us the freedom to collaborate and to remain open to multiple labels, while we retain the rights and control of our creative works."

"We're thrilled to work with Blue Wave Theory in musical partnership. Their music is especially perfect for San Diego!" remarked Emily Richards, CEO and co-founding artist of ArtisTech Media. "Blue Wave Theory explores the greater sophistication of progressive rock, and yet is dynamically paired with our surf culture here in Southern California. I am a fan!"

ArtisTech Media, the company that operates ccMixer.org, is creating partnerships with artists, signing non-exclusive contracts, and releasing site content under Attribution-NonCommercial-ShareAlike Creative Commons licenses, thereby allowing listeners to share without being criminalized. Creative Commons licenses give musicians freedom to share and collaborate with other artists, and also facilitate musical conversations with and among their fans.

ccMixer.org, the most prominent experiment in free music culture, began in 2004 with a series of remix contests hosted by Creative Commons in conjunction with Wired Magazine featuring The Beastie Boys, David Byrne and other innovative musicians. Lawrence Lessig, founding board member of Creative Commons, says of ccMixer: "The first important thing about Creative Commons is that it's artist based. It's artists who choose what freedoms they're going to give people when it comes to access to their work."

To visit the Blue Wave Theory Lounge on TuneTrack.net, visit <http://tunetrack.net/bluewavetheory/>. To stream and preview their self-titled album, visit <http://tunetrack.net/bluewavetheory/releases/blue-wave-theory/>. To become a supporting patron of Blue Wave Theory, join the Blue Wave Theory Green Room, and also receive CD-quality downloads and bonus material.

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ArtisTech Media is a next generation music label that aggressively embraces technology - in order to create a richer musical experience for both creator and listener. ArtisTech Media operates the sites ccMixer.org and TuneTrack.net.

Category Music, Internet, Media
Tags surf music, CD-quality, music patronage, tunetrack, blue wave theory
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