



## voice in the attic

### "THE SHARK RIDER"

"BC Bogey, otherwise known as VOICE IN THE ATTIC, has indeed fulfilled his artistic vision of humanizing music. His craft goes beyond simple words and melodies. There is honest emotion tied to his music that reaches the depths of the human condition and brings a spark of life and of hope"

#### What project are you currently promoting?

**Voice In The Attic:** The Shark Rider EP and two new songs called Ablaze and Over on which I've collaborated with a string ensemble and a female vocalist for the first time. In a strict sense, I am the sole producer but I've listed Kati O'Toole of StudioPros as my co-producer in the credits because she manages the mixing and recording process in Los Angeles for me.

#### What song are you currently promoting?

**Voice In The Attic:** One of the new songs, Ablaze, will be made available in two different mix versions. The song came about when I reread Alice in Wonderland and thought that the experience of tumbling down the rabbit hole really is an initiation into adulthood. In my version, this process of initiation turns into an invocation of the Greek god of ecstasy, Dionysus. One version of Ablaze features female backing vocals which gives the song a dreamy, wistful quality. It really is a love song. As on Shark Rider, I am the producer but as before I have collaborated with a studio in Los Angeles on the rerecording of some of the instrument tracks and the mixing. The mastering was done by Grammy winner Adam Ayan (Rolling Stones, Foo Fighters) at Gateway Mastering in Portland, Maine.

#### What inspires your music?

**Voice In The Attic:** My own experience as well as things I read about or see in films or the news media. Often, fact is intermingled with fiction throughout my work. Storytelling is an important aspect for me. I'm an avid reader and my interests range from classical mythology through Philip Roth to scientific and philosophical treatises.

#### What are some of your musical influences?

**Voice In The Attic:** Tori Amos, Damien Rice, King's X, Mozart, The Tea Party, Foo Fighters, Ani DiFranco, Tracy Chapman, Heather Nova.

#### What obstacles have you faced in the music industry?

**Voice In The Attic:** My music has been very well received, although I haven't got thousands of fans yet. Basically, what it boils down to is the business aspect of the term music business: more often than not, it's all about the money when it comes to distribution and strong presence in the media.

#### What hard lessons have you learned while working in the industry?

**Voice In The Attic:** I have some inside information, so I know that when a new single or album by an artist is released on a major label and sells millions of units in a very short period of time that is because the majors employ people to drive around the country to buy back their releases from the stores. The same goes for downloads. The majors hope of course that they can generate real consumer interest with this tactics, because the psychological effect on consumers is that they feel like, 'How on Earth could I have missed this?' Sad but true.

#### Do you feel that artists really understand the business aspect of the music industry?

**Voice In The Attic:** No, most of us don't and in a way you can't spend too much time and energy on the business aspect if you want to make art. The old division between artist and A&R management where you would pass on the marketing aspects to people whose only interest lay in making money made a lot of sense. These days, if you're an independent artist you have many different jobs, which is good and bad at once. It's good because you own and manage all of your music publishing rights. It's bad because it may become too much for one person. As a solo artist I'm my own lawyer, manager, agent, promoter and

producer besides being a fulltime musician. For a new project I write the lyrics and the music, arrange, record and program the instruments and do a rough mix. Next, I collaborate with session musicians at a different studio who will rerecord some of the instrument tracks for me while I instruct the recording and mixing engineers on specifics before the final mix is sent on by me to yet another studio for the mastering. Meanwhile, I give interviews, schedule gigs, cooperate with photographers and designers on press photographs, cover images and logos. I manage and update the content of the website and the social media network sites, sign contracts with digital and physical distribution firms, see to it that the mastering plant produces a glass master which will be replicated and packaged at a different plant, and do the marketing for the new product while already beginning to write and record the next songs. And round and round it goes.

#### What changes do you feel that need to be made in the music industry?

**Voice In The Attic:** People should focus less on the industry and more on the music itself. Often, you get the impression that the product - some would say, the service - doesn't really matter. On music fairs you might just as well be selling cars or any other kind of product and no one would notice much of a difference.

#### What direction do you see the music industry going?

**Voice In The Attic:** There is much confusion at present and no one knows which path the music industry will take, although many claim they do and make money from giving semi-clever advice to artists on how to use the social media to their advantage. But unless you have a LOT of money to spend it's hit and miss for everyone involved and many DIY 'strategies' turn out to be nothing but hot air.

#### If you can have any collaboration...?

**Voice In The Attic:** In terms of fan exposure I should probably say, Kati Perry or Lady Gaga. But I would rather collaborate with genuine artists like Tracy Chapman or Ani DiFranco. I'm sure the creative process would be very inspiring for me.

#### If you can work with any producer...?

**Voice In The Attic:** I'm my own producer and at the moment it suits me just fine. Given the opportunity, however, I would like to work with some of the major sound engineers of our day and age that have shaped our musical perception, such as e.g. Andy Wallace and Tchad Blake.

#### What is your next project...?

**Voice In The Attic:** I'm currently working on two new releases: one will be a full alternative rock album similar to Shark Rider but featuring even greater stylistic variation. The other cd will be an unplugged album under the working title "After Songdown".