

Student record label

“None of us in the band can stand the whole going out and getting gigs thing”

Not many music fans care to remember how long *Chinese Democracy* had been in the works, but Axle Rose and his band of backing men could take some sound words of advice from Victoria University’s music industry business students, as 12 weeks was all it took for *Potential Unlimited* to hit the streets.

Potential Unlimited is a compilation album, born from the vision of music industry lecturer, Adrian Marchesani, featuring thirteen tracks from some of Melbourne’s emerging artists, found through an advert in local street press.

From that point on it was up to the students, as part of their degree, to bring this vision to life, liaising with the bands, including local acts such as quick-witted indies Neon Love, quirky rock quintet The Asmatiks, pop-folksters The Good China, and Tania Doko of



Bachelor Girl Fame’s most recent effort - *She Said Yes* – to get their chosen tracks on this album-to-be.

The launch, pictured here (photo by Oliver

Freeman) saw three of the acts featuring on the compilation show off their live performance skills, *She Said Yes*, *The Good China* and *The Violet Flames*.


Mit, of the *Good China* said the launch was very successful.

“There was a mix of corporate and young people interested in both the course and the music.”

Those corporate attendees including managing director of Mushroom Publishing, Ian James, and Federal Member for Maribyrnong, Bill Shorten.

When asked about his involvement in the project, Ra of *The Asmatiks* was happy to be involved in something that was so well structured and organised.

“It’s awesome being involved with this thing because none of us in the band can stand the whole going out and getting gigs thing. So to have this group of people putting on events and telling us ‘be there at this time and play’ is great. That’s all we want to do really.”

Marchesani’s intentions were to create the university’s own record label, one that was fully functioning, unlike the lack-lustrous and shambolic college labels he noted in his research. 



Empire of the Sun
Walking on a Dream
EMI

Futuristic artwork and dreamy electro synth sounds matched with an international fuelled debut video delivers *Empire Of The Sun* – a psychedelic project led by Luke Steele from Perth’s *The Sleepy Jackson* and Pnau’s Nick Littlemore.

Shot on location in Shanghai China, the video for the title track has received 150,000+ YouTube hits (<http://uk.youtube.com/watch?v=zmM2RwixGt0>) and was sitting at number 28 on the ARIA singles chart before its launch last month. In addition, the *Empire of the Sun* Myspace page – www.myspace.com/empireofthesunsound – has had over 1 million plays to date.

The album was heavily influenced by a bizarre 1973 film called *The Holy Mountain*.



Jackson Jackson
Tools for Survival
EMI

Tools for Survival is the substantial sophomore album from Jackson Jackson. After the groundbreaking explosion of creativity that was their first record (*The Fire is on the Bird*, 2007), Jackson Jackson have taken a step back, refined their sound, and kept the promise they made to us the first time around.

Harry Angus (*The Cat Empire*) and Jan Skubiszewski (Hip Hop producer and film composer) met in 2002, when Jan was assistant engineer on one of Harry’s records. After four years of individually honing their talents and carving names for themselves in music, they decided to work together, and Jackson Jackson was born.



The Jonas Brothers
Jonas Brothers
EMI

Ask the Jonas Brothers who they’re hoping to turn into fans with their new self-titled CD and they won’t say “everybody.” But that’s precisely what they’ll mean.

“We’re aiming for people our age,” says 17-year-old Joe. “But we also wanna get kids younger than us,” adds 14-year-old Nick. “And older people, too,” 19-year-old Kevin pipes up.

The highly anticipated follow-up to the New Jersey siblings’ 2006 debut—which featured the TRL hit *Mandy*—*The Jonas Brothers* is sure to make good on the band’s goal: It’s a high-energy pop-punk disc overflowing with insanely catchy hooks, muscular guitar fuzz and mature songwriting that reveals just how much growing up the boys have done since we last heard from them.



Iglu & Hartly & Then Boom
Universal

The music oozes angst, growth, separation, renewal, revival and hope. It urges self-confidence, trust in others, belief, survival. This is not pop music as a one-night stand. This is pop music you marry. Feel good, but take it home with you.

“We want people to listen to our record, be inspired, look inside themselves and work out how they can dominate the world in their own unique way,” Jarvis says. “We’re about smashing down barriers.”

The group met at the University of Colorado in Boulder, Colorado. Jarvis Anderson, Sam Martin (vocals, keys), Simon Katz (guitar). These three began making music that, ultimately, made them.



Anastacia
Heavy Rotation
Universal

Anastacia is back. And since she’s never been a woman to do things by halves, when she talks about a fresh start, you can be sure she’s going all the way. New look, new sound, new label, new management, newly wed – but the same powerhouse of a voice that has already sold more than 17 million albums in Europe and Australia alone.

“If it doesn’t have a bit of fear in it, it’s probably too safe for me,” smiles the little lady with the big voice.

“If it gives me butterflies, then it’s my kind of thing.” And right now, those butterflies are fluttering overtime.

“I’m excited. It’s nice to know that you still have a chance to do anything you want to do. If you want to live your life, just do it!”



Snow Patrol
A Hundred Million Suns
Universal

The main thing to get about *Snow Patrol* is that, 14 years after they started out as a student band at Dundee University, they’re still flying, gloriously and unpredictably, by the seat of their pants.

Their leader and main songwriter Gary Lightbody declares, “The great and terrifying thing about our band is that everything has always happened as it’s going along. There’s been very little masterplan. We allow things to happen as much by accident as by deliberate intention.”

Now that the band have become feted as commercial giants - their last album *Eyes Open* was the UK’s best-seller of 2006, it’s worth remembering that *Snow Patrol* spent the 1990s so broke that at one low point Lightbody had to sell his record collection to pay the rent.