



On the Verge: Asheville Sound

Modern-day Asheville doesn't identify with just one sound - it's a diverse sonic melting pot, embracing musicians of all genres. From the nation's longest-running folk festival and Moog Music to weekly drum circles and Grammy-winning musicians representing bluegrass to hip hop, music rings through the air in this Blue Ridge Mountain city.

Musical Road Trip Essentials

► **Moog Music Factory** carries on the innovative spirit of Bob Moog, creator of the Minimoog Analog Synthesizer and Asheville resident for almost 30 years. **TIP:** After touring the factory, make your own music at the Moog Store - it's the only place in the world where all of Moog's instruments are in one room. ► Just up the street, **Static Age Records** and **Voltage Records** each offer new and used vinyl album selections. West Asheville's **Harvest Records**, with a boutique record label, offers a small stage for in-house performances. ► **Asheville Salt Cave** specializes in sound-healing sessions, **Skinny Beats Drum Shop** leads lessons for all levels and **LaZoom** offers a unique "Band and Beer" tour pairing Asheville's craft beer scene with a live local band on the bus. ► The **Blue Ridge Music Trails of North Carolina** guidebook leads travelers to where folk music and dance still thrive and includes a 20-track companion CD for the drive. A **NEW** version of the guide launches spring 2018.



Not Your Average Concert Hall: Unique Venues, Mountain Backdrops & Iconic Stages

► Unique stages appear throughout Asheville, from **Ben's Tune-Up**, a repurposed automotive repair shop; to the **Salvage Station**, a junkyard-turned-shipping-container-themed riverside venue; to **The Odditorium**, an intimate dive bar affectionately known for its collection of oddities and artifacts. Also check out 1940s car dealership-turned-music venue **White Horse Black Mountain** or hear local musicians jam at **Asheville Guitar Bar**, a new venue with music-themed art installations. ► Nearly 50 music venues are scattered throughout the region attracting not only local artists but mainstream musicians as well, including the 7,600+ person-capacity **US Cellular Center** and renowned former 1960s R&B/soul club **The Orange Peel**, which was named one of the top rock clubs in the country by *Rolling Stone*. For the ultimate concert experience, take in sweeping mountain views at **Sierra Nevada Brewery's** outdoor amphitheater or catch a show at America's Largest Home during **Biltmore's** Summer Concert Series.



Music in "Beer City USA"

► Most of Asheville's breweries and brewpubs are great locations to hear live local music. **Pisgah Brewing**, **Highland Brewing**, **French Broad Brewery**, **New Belgium**, **Oskar Blues**, **UpCountry Brewing** and **Sierra Nevada** have all built indoor and/or outdoor stages. ► **NEWER** breweries like **Whistle Hop**, **Habitat Brewing** and **Archetype** are places to catch regular live music. ► Craft beer connoisseurs should also be on the lookout for special locally influenced batches of craft beer. Tasty concoctions like Pisgah Brewing's LEAF Amber Ale, Sierra Nevada's Warren Haynes Christmas Jam Ale and Hi-Wire's BARNAbrew ESB can also be found on tap during their namesake events. ► The **Brewgrass Festival** (September) combines bluegrass-infused music and the most in-demand breweries and ale in the region.

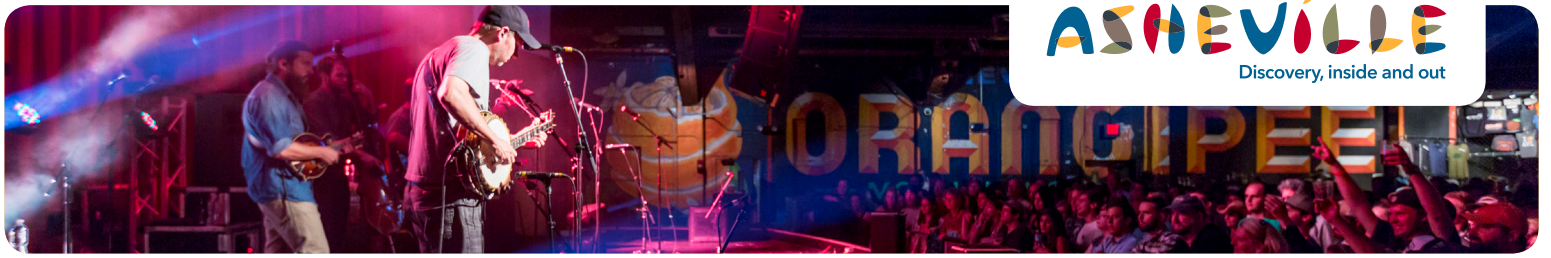
Jam with Locals Every Night of the Week

Asheville's music scene provides nightly collaboration opportunities for musicians and special guests. Plan your week with this selection:

- **Monday | UpCountry Brewing** - Appalachian Old Time Jam
- **Tuesday | Asheville Music Hall** - Funk Jam (10 years running)
- **Wednesday | Salvage Station** - R&B Jam Night
- **Thursday | Jack of the Wood** - Bluegrass Open Jam Session
- **Friday | Pritchard Park** - Asheville Drum Circle - Asheville tradition of over 20 years where percussionists of all levels bang on congas, dombeks, tambourines and cowbells.
- **Saturday | Jargon** - Jazz Jam
- **Sunday | Asheville Guitar Bar** - Afternoon potluck and musician's jam

Tune in to the Sounds of Asheville

Check out the live music calendar, venue guide, artist profiles and music experiences at ExploreAsheville.com/music. The sounds and melodies of Asheville's music scene can now be heard online via [Explore Asheville Radio](#).



Spontaneous Stage: Street Performers

Nearly every corner in Asheville offers a spontaneous stage for street performers playing instruments from steel pans and the didgeridoo to the saxophone and washtub bass. ► Busking staples include the beloved Fly By Night Rounders with Abby the Spoon Lady, Andrew J. Fletcher (piano), Derek Graziano (dulcimer) and Carolina Catskins (washboard, clarinet, guitar, stand-up bass). ► Some of the most popular spots for buskers include the iconic Flat Iron sculpture on Battery Park Avenue, the street front on Woolworth Walk on Haywood Street, along Biltmore Avenue and around Pack Square.



Grammy Ties & Artists on the Rise

► The Asheville area has produced a number of legends and Grammy-winning musicians. Giants like Roberta Flack, Nina Simone, Warren Haynes, The Steep Canyon Rangers, David Holt and Doc Watson all have roots in the region. ► Other artists making a splash include indie fave Angel Olsen, bluegrass troubadours Town Mountain, rock 'n' roll newcomers The Broadcast, American Idol winner Caleb Johnson, folk storyteller Matt Townsend, soul-rock outfit Holy Ghost Tent Revival, psychedelic-electro-popsters RBTS WIN, neo-soul songstress Lyric and many more.

In Tune: Collaborative Community

Behind the scenes, many of Asheville's music professionals come together to collaborate and organize support for the community. The **Asheville Area Arts Council** fosters creativity by providing resources and support to local entrepreneurs, while others like **Asheville Music Professionals (AMP)** hold monthly meetings to bring together aspiring and established musicians. Arts education non-profit **LEAF** maintains community events and services to youth with hands-on workshops, residencies and interactive programs.



Music Biz: Record Stores, Makers & Local Labels

► **Record Shops:** Harvest Records, Voltage Records, Static Age Records ► **Instrument Makers:** Moog Music (synthesizers), Make Noise (synthesizers), Song of the Wood (dulcimers), Woodrow Instrument Co. (cross between a banjo and dulcimer) ► **Volunteer-based grassroots radio station:** Asheville FM (103.3 FM and online) ► **Music Scene Live Stream:** lamAVL ► **Recording Studios:** Echo Mountain, Crossroads ► **Record Labels:** New Song Music, Organic Records, Mountain Home, Horizon Records & Sonlite Records ► **Professional Organizations:** Asheville Commercial Music Enterprise (ACME), Asheville Music Professionals (AMP) & Asheville Buskers Collective

Asheville Music Festivals

Amadeus Festival | March: Bi-annual week-long festival featuring the work of Mozart via the sounds of international artists and the Asheville Symphony.

Lake Eden Arts Festival (LEAF) | May & October: Weekend celebration of art and music at the site of the historic Black Mountain College.

All Go West | June: Free, fun and funky. This West Asheville festival features local and regional musicians in performances from bluegrass to indie rock.

Percussion Festival | June: Asheville's vibrant percussion scene joins musicians and dancers from around the world for concerts, workshops, sound meditations and outreach programs.

RiverMusic | Summer: Free live music performances in the River Arts District by a mix of national and local performers.

LEAF Downtown AVL | Summer: Downtown celebration of dynamic musical talent, immersive cultural arts performances and local handcraft and culinary artists.



Shindig on the Green | Summer: Free Appalachian song and dance gatherings under the stars in downtown Asheville.

Mountain Dance & Folk Festival | August: The longest-running folk festival in the nation. Pays tribute to the region's rich Scottish, English, Irish, Cherokee and African musical heritage.

Barnaroo | September: Local musician Andrew Scotchie created this event in 2009, when he was just 16 years old. Today the music festival happens on Franny's Farm, allowing for non-stop music over 33 acres.

Brewgrass | September: Since 1996, this festival combines Southern Appalachian music and craft beer.

Goombay | September: Downtown African-Caribbean festival with the sounds of gospel, reggae, funk and soul.

Living Arts Asheville Festival (LAAF) | September: Downtown Labor Day celebration with vibrant artists, performers and bands of all genres.

Warren Haynes Christmas Jam | December: Asheville native and Grammy Award winner Warren Haynes hosts this music marathon, bringing in international stars for three decades.