ASHEVILLE MUSIC SCENE BACKGROUND SHEET

GENERAL INFO & RECENT ACCOLADES

► According to an Asheville Area Chamber of Commerce-led case study on the music industry's impact in the local economy:

► Asheville is home to nearly 800 full-time instrumentalists and vocalists. Creative jobs (artists, writers and performers) rank as the number three industry with the greatest earnings in Asheville.

► The job concentration in the musical manufacturing industry in Asheville provides 854 percent more jobs than the national average.

► The music industry grew 52 percent from 2010 to 2016 (at a faster pace than Nashville) and is two times more specialized compared to the national average.

► Many musicians, composers and producers with Asheville ties have been recognized with a coveted Grammy Award. In 2017, "kid-hop" artist Secret Agent 23 Skidoo won Best Children's Album. Nationally acclaimed artists Warren Haynes, Doc Watson, David Holt, Bryan Sutton, Steven Heller, Al Petteway, Gladys Knight and Roberta Flack all have Grammys under their belts.

► Two artists who lived in Asheville, the late soul musician Nina Simone and country music idol Jimmie Rodgers, were both recognized posthumously with Grammy Lifetime Achievement Awards.

► Downtown studio Echo Mountain Recording Studios has produced a multitude of Grammy-acknowledged works such as The Avett Brothers' "The Carpenter," Steep Canyon Rangers' "Nobody Knows You" and Secret Agent 23 Skidoo's "Infinity Plus One." Other artists that have recorded there include Dierks Bentley and Zac Brown Band.

► In 2014, Caleb Johnson helped put Asheville at the national forefront when the local singer won the 13th season of "American Idol."

► Asheville has recently been named "America's next great music city" by both *Lonely Planet* (January 2019) and *Consequence of Sound* (November 2017), while *JamBase* lauded Asheville as a "music oasis" (October 2017) and *Fodor's Travel* described a music scene "like nothing you've ever experienced" (November 2017).

VENUES & EXPERIENCES

► For more than two decades, Pritchard Park downtown has hosted the Friday Night Drum Circle. Beat-makers of all levels are encouraged to jump in, while other participants choose to dance, often with glow sticks and hula-hoops, or just watch the community tradition.

► 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.

► The Orange Peel has been recognized as one of the best live music venues in the nation by media outlets like *Rolling Stone*, *USA Today* and *Southern Living*. The downtown concert hall has hosted legendary artists such as Bob Dylan, Ziggy Marley, The Flaming Lips, Smashing Pumpkins and Gillian Welch.

► Asheville also has a number of under-the-radar music halls. Enjoy dinner and a show at Isis Music Hall, tap your toes at 1940s car dealership-turned-music venue White Horse Black Mountain, hear local musicians jam at Asheville Guitar Bar or dance riverside at Salvage Station.

► Venues with a view abound. For the ultimate concert experience, take in sweeping mountain views at Sierra Nevada Brewery's outdoor amphitheater; attend LEAF Festival, set on the banks of Lake Eden, or catch a show at America's Largest Home during Biltmore's Summer Concert Series.

► Tour Moog Music Factory, carrying on the innovative spirit of Bob Moog - creator of the Minimoog Analog Synthesizer and Asheville resident for almost 30 years - then make your own music at Moog Store, the only place in the world where all of Moog's instruments are in one room. The new downtown Moogseum offers bays of synthesizers and theremins, a Young Inventors Lab and an archival center highlighting rare documents and photos.

► Asheville Salt Cave specializes in sound-healing sessions, Skinny Beats Drum Shop leads lessons for all skill levels and LaZoom offers a unique "Band and Beer" tour pairing Asheville's craft beer scene with a live local band on the bus.

► Record shops like Static Age and Voltage offer new and used vinyl album selections, and West Asheville's Harvest Records, with a boutique record label, offers a small stage for in-house performances.

ARTISTS & INVENTORS

► Famously known as the "singing brakeman," country yodeler and "the father of country music" Jimmie Rodgers got his big break by singing on Asheville's first radio station, WWNC.

► World-class guitarist and longtime member of The Allman Brothers Band, Warren Haynes, grew up in Asheville. An ardent philanthropist, Haynes hosts The Christmas Jam, an annual charity concert benefitting the Asheville Area Habitat for Humanity. Each year's lineup features a colorful variety of cohorts from Haynes' prolific career. Recent guests have included Dave Grohl, Eric Church, Jim James and Grace Potter.

► Asheville artists on the rise 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.

► Asheville resident for almost 30 years, Bob Moog is recognized as the pioneer of electronic music. His numerous innovative developments - most famously the Moog Synthesizer - revolutionized nearly every genre of music. Visitors can tour the Moog Factory and Moog Store downtown, and The Moog Foundation opened the Moogseum spring 2019.

► Founded in Asheville by electronic musical instrument designer Tony Rolando, Make Noise specializes in building modular synthesizers. Rolando is self-taught by reading amateur radio books at the public library; building electronics for artists, like the light controlled mixer for Simon Lee's "Bus Obscura"; working for Moog Music; and playing in bands for many years.

► Dan Williams, owner of Woodrow Instrument Company, created a cross between a banjo and an Appalachian (lap) dulcimer. The woodrow is played upright like a banjo, produces a sound suited for bluegrass, celtic and blues music styles and has been utilized by artists like Lady Antebellum in their song "Long Stretch of Love."

► Big-city culture can be found in the Blue Ridge Mountains. Asheville Lyric Opera has big-name productions, touring shows and the talent of nationally known singers, while The Wortham Center, Asheville Chamber Music Series and Asheville Symphony Orchestra offer other cultured options.

SIGNATURE FESTIVALS & EVENTS

► Lake Eden Arts Festival (LEAF) in May & October is a weekend celebration of art and music at the site of the historic Black Mountain College. In the summer, LEAF Downtown celebrates dynamic musical talent, immersive cultural arts performances and local handcraft and culinary artists.

► The Mountain Dance & Folk Festival in August is the longest-running folk festival in the nation, started by "Minstrel of the Appalachians" Bascar Lamar Lunsford. The event pays tribute to the region's rich Scottish, English, Irish, Cherokee and African musical heritage.

► Shindig on the Green during the summer months brings Appalachian song and dance gatherings under the stars in downtown Asheville.

► Local musician Andrew Scotchie created Barnaroo in 2009, when he was just 16 years old. Today, the September music festival happens at Franny's Farm, allowing for nonstop music over 33 acres.

► The sounds of gospel, reggae, funk and soul fill downtown in September during the African-Carribean festival Goombay.

► Asheville native and Grammy Award winner Warren Haynes hosts The Christmas Jam in December, bringing in international stars for three decades.

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 nonprofit **LEAF** maintains community events and services to youth with hands-on workshops, residencies and interactive programs. The **Bob Moog Foundation** offers hands-on opportunities for children and adults to explore the science of sound through Dr. Bob's SoundSchool. Currently in the works, **SoundSpace** will be a practice space for touring and local musicians with a soul-food cafe. The project is managed by Asheville residents and musicians, Claude Coleman Jr., drummer from the group Ween, and Brett Spivey. ► **Volunteer-based grassroots radio station:** Asheville FM (103.3 FM and online) ► **Music Scene Live Stream:** IamAVL ► **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

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