## Mp3 The Geminiac - Pop: With Electronic Production



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A true mixture of sound: electronica-based pop ala Cassius/ piano-based feel ala Tori Amos/ harmony ala The Beach Boys/ instrumental interludes ala The Boards of Canada/ violent mood swings ala Super Furry Animals/ soul and groove ala The Roots 21 MP3 Songs POP: with Electronic Production, ELECTRONIC: Ambient Show all album songs: The Geminiac Songs Details: Many artists rely heavily on their own musical roots to develop and polish their "voice." These might be considered traditional. On the other hand there are many rebels whose primary purpose seems to be creating chaos in the musical universe. They want to keep the listener off balance. But there are some artists with the capability to synthesize the two extremes and create music that remains melodically pleasing, familiar yet totally fresh and provocative. Deron Reynolds, producer-singer-songwriter, is one of these few. While working in the music industry in Japan Deron has focused on expanding his musical roots while acquiring the techniques and tools to take track making to the higher level of "sound designer." His keyboard artistry reveals the emotional charge of Debussey and bluesy influence of James Booker or Doctor John with some definite jazzy overtones ala Keith Jarret. But Deron credits the fresh quality of his art to the experience of playing in world music improvisational bands. "That old clich has new meaning - anything's possible!" Deron began producing while with Giza Music in Osaka. Giza is the parent label to many well-known Japanese artists, such as Zard, B'z, Kuraki Mai and Aiuchi Rina. In three years with Giza, Deron wrote nearly 300 songs and was the musical director for three albums, including two for Aika Ohno, a top-selling songwriter in Japan. Between his lyric, translation, arrangement and songwriting credits, his name can be found on albums by Kuraki Mai, Aiuchi Rina and Shizugusa Yumi as well. During this same time period Deron began collaborating with Tony Grund to create arrangements for Giza artists. This relationship ultimately resulted in the Buddaphonic (myspace.com/buddhaphonic)production team that developed original tracks

defying genre logic: is it hip-hop blues, or techno jazz, or maybe funky electronica? They were also working together in two bands, Unknown Frequency (myspace.com/unknownfrequency) and echostream (myspace.com/echostream). Unknown Frequency provided Deron an opportunity to fulfill a life-long dream. The kid who grew up watching the Seattle grunge scene, where nobody wanted keyboards in a band, got to prove his instrument could really "rock." Building on this experience in the studio and on stage, Deron has created his own production company and label, Blue Orb Productions. He has completed his first solo project, "The Geminiac" (thegeminiac.com) The music is full of emotional swings, from dark and heavy to light and fulfilling. Deron wonders if his tendency to get bored with any one type of music has produced an almost "two-faced" feel to his songs. But the driving rhythms are testament to his ever evolving production style. Armed with synthesizers, keyboards, Pro-Tools, his musical roots and the experience and know-how of a professional keyboardist, Deron knows there is no limit to his "voice."

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