



NEWSLETTER **JUNE 2017**

SIMA

Sotogrande International Music Academy

Makin' Waves!

Over the past few months some of our artists have had *potentially pivotal* **real-world** music industry breakthroughs.

CHIA, known to you as Ellie Gonzalvez (M5) is now in the process of securing a management deal with DJL Mgmt in London. This, on the strength of the great feedback she has got from selected major UK record labels. We've had crucial help in this from the **Sicnature** production team (part of the multi million-selling dance music company **Milk & Sugar**). During her dev with us, she's also collaborated with **Lost Frequencies** and has a standing option for a song with **Disney!**



Even as Ellie is making plans for moving to the UK and studying at **Tring**, we're hoping to launch her before this year is out. So far two (!) major labels have expressed interest. Stay tuned for further developments.

But there's more.

And then we have **KARISHA**, known to all of you as Karina Shishkina (D1) whose ability to raise eyebrows in the UK is no less impressive than Chia's! In the time we've spent preparing her she's collaborated with well-known production companies in the UK, Germany and Holland and has even been offered a chance to record, perform and pitch a signature tune for the **FIFA 2018** football championship, which will be held in Russia. She's also recorded 2 demo duets featuring world superstar, **Sean Paul!** Watch this space.



But there's more still. **TJ JENKINS** anyone? Yes, that's in fact Thomas de la Rosa (D1). His long term prep with us is now beginning to bear fruit as well, starting with a management deal consideration with **DJL Management**.



The future is bright for these artists as well as a few more waiting in the wings. Make sure to follow us to know everything as it unfolds.





Label It!

We're considering starting our own music label! Our launch-ready artists will stand a much better chance of getting fair deals from any possible future major label if they're signed as part of a "label deal".

Do you have a good idea for a label name? We'll give you a FREE COVER RECORDING session if your suggestion is accepted! Write to us on SISmusic@sis.gl.

Just For Laughs

Q: How do you make musicians complain?
A: Pay them.

Q: What's the difference between a pianist and god?
A: God doesn't think he's a pianist

Q: How many Folk Singers does it take to change a light bulb?
A: One to change it and 5 to sing about how good the old one was

Q: What's the difference between a banjo and an onion?
A: Nobody cries when you chop up a banjo.

Q: What do call a guitar player without a girlfriend?
A: Homeless.

Q: What do you call a guitar player that only knows two chords?
A: A music critic.

Q: Dad, why do the singers rock left and right while performing on stage?
A: Because, son, it is more difficult to hit a moving target.

Q: What kind of music are balloons afraid of?
A: Pop Music.

Q: How do you tell when your lead singer is at the door?
A: He can't find the key and doesn't know when to come in.

MOST PLAYS

We started keeping score on our blog as well as on YouTube and other social sites. Some of our artists appear to have a decent following even through we've so far only done very little to promote any of our music beyond SIS. Here are the top 20 plays on **YouTube** up to June 2017:

#	TITLE	O/C	WHO	VIEWS
01	Retrograde	Cover	Dora Postigo	20,820
02	Shattered (SIC mix)	Orig	Chia	11,452
03	Somewhere in Brooklyn	Cover	George Jefferson	8,996
04	I Ain't Gonna Do It	Orig	Karisha	7,076
05	Enough Of A Woman	Orig	Chia	4,698
06	Lies	Orig	Karisha	2,369
07	Tears In The Rain	Orig	Karisha	2,107
08	Some Girls	Orig	TJ Jenkins	1,974
09	24K Magic	Cover	George Jefferson	1,831
10	Lay Me Down	Cover	Thomas Wigley	1,480
11	Down By The Ware	Orig	Sean Russell	1,421
12	Hold My Breath	Orig	TJ Jenkins	1,260
13	Your Lips Are Moving	Cover	Vasilisa Chirkina	1,292
14	Hello	Cover	Sophie Sotelo	1,258
15	Pillow Talk	Cover	Elisha Lang	1,252
16	It Will Rain	Cover	Leila Aarden	887
17	Walkashame	Cover	Maxine Rydstrom	768
18	Don't Speak	Cover	Pilar Anton	683
19	I Wanna Rock	Cover	Gustav Augrell	652
20	Greedy	Cover	Esperanza Gallego	621

We're also starting promotions on SOUNDCLOUD now, but only for selected artists and songs. Our best result has been with **Chia's** Enough Of A Woman (SIC mix) which reached 81,431 plays by end of May 2017.

Finally, we've started experimenting with limited showcases of our young artists on COVERIUM and we're happy to tell you that all covers we have thus far recorded by **Elise Looyens** have gone to the top of their charts, including #1 on the folk chart!

You can find all these songs and more on our blog here: www.meermusic.com/sotomusic/blog/.

SIMA Extremes

Our youngest artist is **Mia Bode**, who just turned 7 recently. She's closely followed by **Maeve Gilligan, Vasilisa Chirkina** and **Jayden Jagmohan**, all 7 or 8 years old.

Our oldest artist is **Sean Russell**, who's 22 - but he's not from SIS. He was also our first artist to get a management deal.

Our older artist from SIS is **Scarlet Jenkins**, who's now 18.



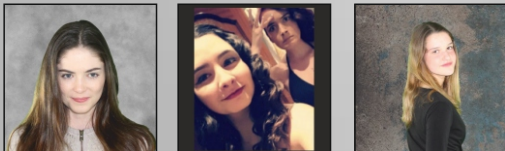
The Next Wave

Of the nearly 200 students who are signed up with SIMA's music services most take vocals and piano, but some also take part in our studio & vocal development program; a small handful out of those have been selected for **pro artist development** (see "Makin' Waves" in this newsletter).

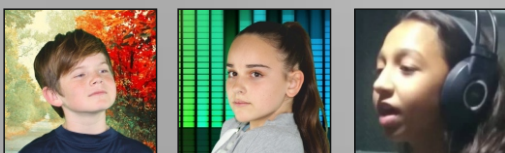
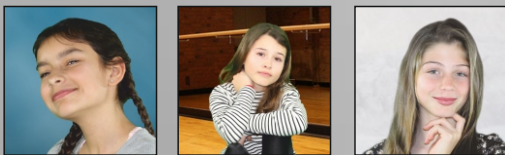
But what about the "next wave" - tomorrow's potential music pros?

We have well over 30 students whom we consider as "seriously promising" as far as future pro music career chances are concerned. Not all of them know it yet, though. Still, we'd like to name-check a handful of them here - for the first time!

Artists who are ready or nearly ready for full development consideration (the "older" ones, 14+) include: Stephanie Rydstrom, Enola Gavira, Silvana Almagro, Scarlet Jenkins, Leila Aarden and Elise Looyens. There are others too, but we'll give them a little more time to mature as vocalists even further.



Younger artists (11 to 13) who are almost sure to reach at least the same level include: Maxine Rydstrom, Keisha Schneck, Erika Rickert, Eden Stone, George Jefferson and Esperanza Gallego. Again, there are many others who will, most likely, soon also reach this level, but we'll look at them more closely at a later time.



Did You Know?

Elvis Presley Originally had Blonde Hair

Rick Allen, the drummer of the band Def Leppard only has one arm.

Céline Dion's 'My Heart Will Go On' Was Recorded in One Take

The Beatles sold over a billion records

Brian May, the guitarist of the band Queen has a PhD in Astrophysics

Recording "Uptown Funk" was so stressful for producer Mark Ronson that he fainted once and threw up three times during the process.

In 2014, Taylor Swift accidentally released 8 seconds of white noise onto iTunes and it almost immediately went to No. 1 on Canadian iTunes.

"All About that Bass" was originally written for Beyoncé.

U2 was originally asked to perform "I Don't Wanna Miss A Thing," before it went to Aerosmith.

Kesha has an IQ of 140 and scored 1500 on her SATs.

The British, the highest per capita spenders on music, buy 7,2% of the world music market.

Name Drops

We regularly work with international music producers, managers, publishers, A&R managers and artists, and our featured artists are routinely showcased to many of these people. A number of these stars have collaborated with our artists as well! For example **Sean Paul** who guest-appeared on 2 tracks with **KARISHA**, **Axel F** who collaborated both with **CHIA** and **KARISHA**, **Lost Frequencies** who collaborated with **CHIA**, hit songwriter **Rob Davis** who contributed music to each of our top artists, multi-platinum producer **Derek Lawrence**, and many more.



Summer Camps 2017

RockCamp 2017 is scheduled from July 31 to August 4th. As in the previous years, the camp will run daily for 5 days, each day 5 hours long (including a brief lunch break).

As previously, the activities will include daily solo and group vocal training as well as studio recordings including individual covers and a group original. Oh, and also a great photoshoot.

New this year: **ukulele training**, plus you get to keep your uke!

Places are limited once again, so make sure you book early! DON'T MISS THIS!

Also NEW this year, we're introducing **CUSTOM SOLO and GROUP CAMPS** throughout July and August. Book your time early to avoid disappointment.

To find out more about this, visit our site at www.meermusic.com/sotomusic and click on the EVENTS menu.

This year, we think, it will be even more fun than ever before. At the end of it all, you'll once again emerge with a tailor-made CD, complete with artwork and mastered recordings of your music!

To book your place, please write to us on SISmusic@sis.gl.

Berklee Online

If you ask just about anyone in the music industry which music college is #1 in the world, you'll almost invariably hear "Berklee" of Massachusetts, USA.

SIMA collaborates with Berklee and we even offer their online courses at substantial discounts.

If you decide to pursue higher education in the US, UK or almost anywhere else in the world, the credits/points you earn from Berklee will count towards your admission!

Selected Berklee courses are available not only to SIS diploma students, but also to anyone from M3, M4 and M5. Needless to say, the quality of these courses is second to none.

Contact us to find out more about this unique opportunity: SISmusic@sis.gl.

LATEST NEWS

PHOTOSHOOTS

To get access to all your unedited photos from the photoshoots, drop us a line and we'll send you a link to our Google drive. We'll also link you to the edited versions.

VIDEOS

If any of your studio songs doesn't have a video record, make an appointment with us to do a quick "catch up" session for that, as soon as you can.

YOUR END-OF-YEAR Cd's

We're now almost done creating your Group Cds, so stay tuned for that. If you get impatient, write us! But it won't be long either way.

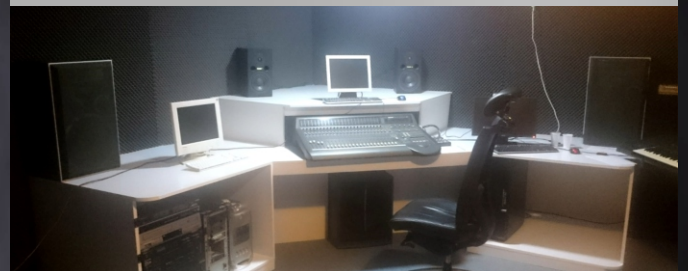
Join Us!

SIMA offers a range of unique courses and services to students ranging from beginners to advanced and even professionals.

We offer cutting-edge vocal development courses for soloists and groups, piano also in groups or solo, ukulele training, and high class studio recordings for cover as well as original projects, among others.

Find out more about all of our services at www.sis.ac/sima and for further details head on to www.meermusic.com/sotomusic.

Our rates are unbeatable for the quality that we offer, and our results speak for themselves. Make sure to check out our blog and song demos at www.meermusic.com/sotomusic/blog.



The SIMA studio control room at the San Roque Campus at Sotogrande International School.