



Red Bull Studios

NETWORK



Red Bull Studios offers a creative network of studios with state-of-the-art equipment for artists around the globe.



by Jeff Nau

Built within the sprawling, 100,000-square-foot industrial park that has recently become the new home to Red Bull Headquarters, the company's own Red Bull Studio is barely two years old and already boasts not only the latest in state-of-the-art recording technology, but also the perfect amount of expertly-designed studio space.

Planning a world-class recording facility which could match the industry's best was no easy task, so Red Bull wisely enlisted the help of two giants: Troy Germano and David Bell of Studio Design Group, the same masterminds who honed their skills at New York's legendary The Hit Factory, once recording home to John Lennon, Bruce Springsteen, Paul Simon, and Michael Jackson.

It's a studio that has already earned the 2008 TEC award for Outstanding Creative Achievement in design, as well as acclaim from MIX magazine and some of the industry's biggest critics. And with good reason: not only does this 3,500 square-foot studio boast an immense tracking room, the latest in Pro-Tools recording technology, an Exigy Monitoring system and top-of-the-line analog gear, but its designers know quality sound is invaluable—thus their custom red-and-blue SSL K-Series mixing board, the last of its prized kind.

In addition to this, bands and artists have access to Red Bull Studios' helmsman/engineering guru Eric Stenman, who has worked with everyone from Dashboard Confessional to Anthrax to Saves the Day.

Partnering with Red Bull, legendary Hip Hop pioneer Nas helped an aspiring young producer's dreams come alive. Like something out of a Hollywood movie, Chicago native C-Sick was the last man standing at the 2008 Red Bull Big Tune Competition. The prize: the privilege of writing a beat which legendary hip-hopper Nas would rap over. With Red Bull Studios and his original song "Film", 17 year-old C-Sick was suddenly a viable contender, one who had made a quantum leap from recording in his grandmother's basement.

Nas wasn't alone in his decision to work with the company. Earlier this year, Hip Hop Goddess Erykah Badu utilized Red Bull Studio to complete her latest record, *New Amerykah Part 2 (Return of the Ankh)*. A Grammy-winning soul singer with several platinum records to her name, having access to the Red Bull Studio's advanced equipment only improved an already amazing signature sound, and soon the singer found herself with a new recording home.

In addition to these illustrious recording artists, Motown Universal Records' sensation Forever the Sickest Kids (FTSK) took advantage of Red Bull Studio to produce their first album, *Underdog Alma Mater*, in 2007. With only one released LP to their name, the Dallas sextet are already Warped Tour veterans, and have earned critical acclaim from magazines such as Alternative Press. When their debut went on to sell 100,000 + copies, FTSK decided to repeat the magic: the band ventured back into Red Bull Studio to record their follow-up, *The Weekend: Friday*.

With the most advanced in digital equipment, as well as a fervent embrace of the analog sounds of old, Red Bull Studio has taken a completely unique approach to the recording process in its revolutionary design in space and sound. More importantly, it's taken the time to personalize working relationships with its artists, something lacking in the fluctuating, competitive music industry of today.

It is these same qualities, overlooked so often in the contemporary music world, which continue to earn the studio accolades from both the industry's harshest critics - and more importantly, from those artists who have chosen Red Bull Studio as their recording sanctuary.

