



ORB RECORDING STUDIOS ANNOUNCES OFFICIAL GRAND OPENING IN AUSTIN, TEXAS THIS MARCH

Blue October's C.B. Hudson and Matt Noveskey launch state-of-the-art recording studio in the heart of the Texas hill country; Invite-only grand opening event to take place during SXSW on Sunday, March 16

(AUSTIN, TEXAS – February 2014; source: Juice Consulting) – **Orb Recording Studios** is proud to announce its official grand opening on **Sunday, March 16, 2014**. Located at **9306 Ledgestone Terrace, Austin, Texas 78737**, Orb is a 5,600-square-foot facility built from the ground up on an acre of Texas hill country just 25 minutes from downtown Austin. The studio is the vision of co-owners **C.B. Hudson** (lead guitarist for Blue October) and **Matt Noveskey** (bassist for Blue October) who sought to merge the quality of renowned East and West-coast studios with the pretense-free vibe of Austin. They have created a studio that will not only accommodate major acts from around the country, but also nurture new artists.

“We want to bring a comfortable and stress-free recording environment to Texas,” said **Hudson**. “After recording in New York and Los Angeles, we realized that Austin deserved the same type of state-of-the-art-facility, but with a Texas Hill Country vibe. Built by musicians for musicians, we combined all of our favorite attributes from studios around the country and brought them to Orb.”

Orb offers top-notch gear and convertible spaces capable of accommodating any number of players from a solo artist to an orchestra. **Studio A** consists of a 672-square-foot live space coupled with a 528-square-foot control room including a SSL 6048 E|G+ Console, Ocean Way HR2 Monitors and a 1938 Steinway Baby Grand. **Studio B** is a 204-square-foot live space with a 255-square-foot control room and an “Amp Wall.” Other amenities include an extensive instrument library and collection of premium new and vintage microphones, a 876-square-foot lounge/kitchenette with two couches, 50” LED TV, DirecTV, microwave, espresso machine, fridge, wifi, pool table, bumper pool table, a Playstation 3, Ms. Pac-Man/Galaga and Arcade Legends 3 with Golden Tee golf arcade games.

"After years of touring around the globe, we've experienced recording in all kinds of studios and we have turned those experiences into a culmination of the cream of the crop," said **Noveskey**. "We have gone the extra mile to bring a premium facility to Austin. We believe there is a need and ultimately we want to be an active part of the growth in Austin's music industry."

Orb Recording Studios' state-of-the-art acoustics were designed by Acoustic Spaces owner and chief designer **Mark Genfan**. A veteran studio architectural and acoustics designer with a background in both engineering and music, Genfan has created many of Texas' most renowned recording and production spaces, including Tequila Mockingbird and filmmaker Robert Rodriguez's Troublemaker Studios. Wiring and audio electronics were installed by **Brad Engleking**, owner and designer of Metric Audio who has been designing and installing studio infrastructure for 11 years. The core team is rounded out by Orb Recording Studios house engineer **Kevin Butler** who has produced, engineered and composed music for albums, TV, film, Web and other uses for clients including GM, Disney and Google, and has worked with more than 100 bands and recording artists.

"To make great music, you need great surroundings - a combination of top-notch gear, comfortable work and lounge areas, a relaxing setting and knowledgeable, capable staff who can work with artists at any level of expertise," said **Hudson**.

"Orb is a place without distractions, yet accessible, where development is encouraged and prices aren't prohibitive. Quality is never sacrificed and clients are treated with respect," said **Noveskey**. "It's a place where inspiration flows, and coming back feels like coming home."

Orb is now offering special rates until the grand opening on March 16. Interested parties can call (512) 433-6301. For more information, please see www.orbrecordingstudios.com.

MEDIA NOTE (NOT FOR PUBLISHING):

Media are invited to attend a private invite-only grand opening event on **Sunday, March 16** from **1 to 4 p.m.** The event will feature intimate acoustic performances by **Quiet Company, Tori Vasquez** and a special **surprise guest**. There will be a Bloody Mary Bar by **Tito's Handmade Vodka**, BBQ from **Rudy's**, and **official ribbon cutting ceremony at 3 p.m.** The event will be in partnership with Austin non-profit **Grounded in Music**, which leverages the power of music to transform young lives by creating self-confidence, opportunity and hope. For media credentials to the March 16 event, or for interview requests or other press inquiries, please contact the team at Juice Consulting:

Heather Wagner Reed
713 208 3891
heather@juiceconsulting.com

Amber LaFrance
469 877 1533
amber@juiceconsulting.net