

STUDIOS ON THE RISE

hot house

@WORK

Studio C at StarCity features a Digidesign Control 24 and Pro Tools HD3.

**WHAT THEY DO**

Full-service music and post production

**WHO THEY ARE**

Jim Gentile, president of StarCity Recording and CEO of StarCity Productions; Jeff Glixman, producer/executive VP of StarCity Recording and president of StarCity Productions; Lily Salinas, director of studio operations; Zak Rizvi, chief engineer; John Andreas, engineer; Brent Corona, engineer

**TECHNOLOGY**

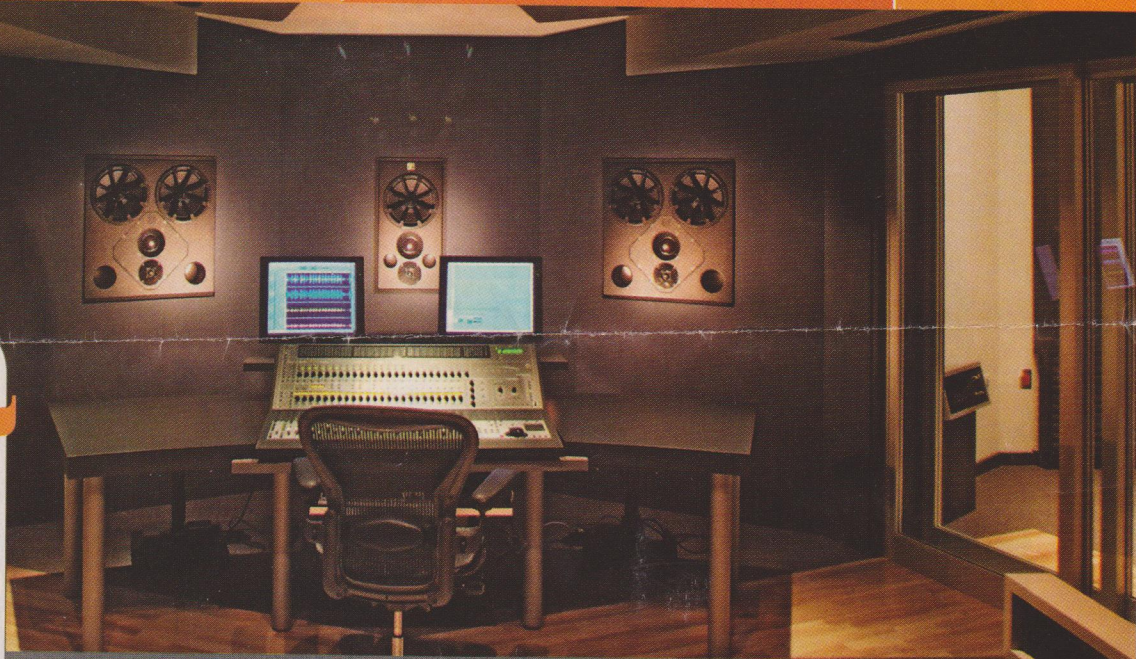
SSL XL 9000 K console  
SSL Axiom MT Plus console  
Digidesign Pro Tools HD3  
Studer A827 Gold 2" analog 24-track recorder  
Lexicon 960  
TC M6000

**StarCity Recording**

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## StarCity Recording Puts Music First

BY LINDA ROMANELLO

**WHAT'S THEIR GIG?**

While the eastern Pennsylvania city of Bethlehem is known for its colonial and industrial history, it's not often identified as a mecca for arts and entertainment. Yet, as the city experiences a cultural growth, one of its newest resident businesses, StarCity Recording, is enjoying a growth of its own. In less than a year, StarCity has gained traction as a leader in the audio recording and post industry.

Since its inception, StarCity has worked on projects with such well-known recording artists as Chick Corea, the Rolling Stones' Charlie Watts, Bela Fleck and Jethro Tull's Ian Anderson.

According to Jeff Glixman, producer and executive VP, "If it's related to audio, we're doing it." With services ranging from audio recording through post, StarCity produces original content and also offers remixing, surround sound mixing (see related "HOW" on page 22) and voiceovers. And while StarCity's main focus is on recording up-and-coming and already established artists, they also dabble in film and TV projects, such as the indie films *Loggerheads* and *Rounding First*. Glixman says the company is "not actively pursuing the film market in a major sense, but we certainly are glad to accommodate it as it comes our way. They're just fun to work on. But that's just a small part of what we do."

Glixman goes on to explain that "philosophically, what we are is a very accessible and friendly music company that's really involved with working with people and artists and looking to establish an environment for them where they can be creative. Even when we say we're audio post, that means 99 percent of what we do is music-related projects."

Jeff Glixman (left) and Zak Rizvi (right) put down some guitar tracks.

**THE COOL FACTOR**

One of those music-related projects is *Studio Jams*, a series running on the BET Jazz Channel that documents the gathering of an eclectic group of musicians who do not normally work together. The performances take place in StarCity's Studio A, and mixing is later done on the studio's SSL XL 9000 K Series console. "It's a really great program," says Glixman. "You get to hear these people interviewed, hear their musical philosophies and advice, and then see them put together the song and perform it. These are exactly the kinds of projects we just love to work on."

In addition to that, the studio's sister company, StarCity Productions, where Glixman is president, focuses on artist development. They are currently working with several bands and artists—KingBaby, Bridges and a Bottle, Nathan Lee Jackson and Tyrone Vaughan (Stevie Ray's nephew).

Glixman himself is a musician, playing keys and guitar, and got his start in the business as producer of the '70s rock band Kansas. From there, he continued to work as a producer, engineer, in studio management, construction and, finally, as owner.

**THE GEEK FACTOR**

While artists and musicians agree, it's the creativity that's the key, they still need the right tools to make it all happen. At StarCity, the list is almost endless and includes the SSL XL 9000 K and Axiom MT Plus consoles, Digidesign Pro Tools HD3, a Studer A827 Gold 2-inch analog 24-track recorder and a load of outboard gear like a Lexicon 960 and a TC M6000.

But Glixman reminds us, "This is a fabulous facility, and it's a tool to make music with. Inside it are five very talented and accessible people. The studio itself is not the end of the means, but a tool on the journey." ■