



## **Spirit in the Code™**

Years ago, it became clear to many of us that technology was going to have its way with the creative arts. That computers and communications would impact the way that music, photography, writing, film and theater would be created and presented, and that new forms of art would take hold in the world. A kind of art that bridged the separation of arts and sciences.

While no one then - or now - can really know what the world of creative expression will look like even 5 years down the road, there are a few things we can be certain of:

1. There will be more integration between art and technology.
2. There will be greater access to the artist and the artistic process.
3. There will be a need for artists who are beyond just singers, dancers, writers, visuals, actors and inventors. There will be a need for artists who do it all at the same time.

Or groups of artists capable of doing it all...

We are entering a time when the artist has to go "non-linear." They - or their enlightened agents and collaborators - need to have command over web marketing, social media, mobile applications, publishing, recordings, video, e-commerce, bookings, promotions and more - all while making an artistic statement that is meaningful and relevant now.

Just because there are no artist-friendly record labels or film studios, doesn't mean the job description went away.

It just means that someone else has to do it.



## Why this matters

Visionsound was created as a music technology and production company. Our talent was to interface with the computer industry and "make semi-conductors sing." We developed music, audio and sounds for the best selling synthesizers in history. Though it's hardly something to be proud of, we helped invent the way music is produced today.

But something about that legacy just doesn't do much for us. For us, it's really about the creative energy that surrounds the artist. It's really about the music of creation. It's about the higher vision that art can actually bring about.

Not in theory, but in practice.

Because that is something that still gets us up in the morning.

And because it is up to us - the artists - to be the ones making the technology decisions. We're better suited to making those choices, because we've been in this so much longer than anyone.

There is opportunity everywhere. There is groove everywhere. There is creativity everywhere. It lives in our work, in our art - and even in the technology we use.

There is Spirit in the Code, and that is what we are focussed on now. Be it music, be it mobile apps, be it web design, be it filmmaking, multimedia productions and performances. You name it.

Join us and take flight. Join us and make a difference. Join us and groove like you've never grooved before.