



EyeSeeSound is the vision, passion and brainchild of **Julian Bowman** and **Simon Matthews**. When they both tired of the generic, homogenised music being fed to them by the media the pair took it upon themselves to offer a platform that championed the unsung heroes of the underground.

With this in mind, Jules and Simon began to develop and create a web TV show heavily slanted towards the independent music scene. Including short film and animation, *The Show* is ethically and socially aware, veering away from the traditional presenting style of studio links and interviews to an irreverent anti-presenter style. This was to become the flagship element of EyeSeeSound.

With the success of *The Show*, the pair worked on expanding the EyeSeeSound format by creating the *Live Sessions* and *Mix Tapes*. The *Mix Tapes* are a brilliant and useful outlet for discovering great bands. Each Mix Tape is only available online but can be listened to free, with no adverts. Each mix features seven songs from seven different bands, and most importantly the songs work together as a whole, therefore each mix has it's own unique 'vibe'.

The *Live Sessions* are about capturing the featured bands in their most raw, and honest form - as a live act. An added bonus was that these independent bands could showcase a their music without the expense of producing music videos for each song. Everything on EyeSeeSound is chosen from a passion and belief in great independent music that hasn't received the attention they feel it deserves. Genre isn't important, and the bands featured are eclectic, but what is important is that the bands are passionate about the music they create.

In conjunction with Sound Director **Peter Radcliff** the *Live Sessions* went from being a website only format into a physical product that fans of the site were essentially asking for. Therefore from July 2010, Eye See Sound will be releasing 5-track "DVD EPs" thus creating a new and exciting music format.

Each DVD EP is beautifully packaged and designed as a singular piece of art reflecting the band and their music. They have made these DVD EPs as affordable as possible at £5 and on a 50/50 profit share with the bands. EyeSeeSound front all costs themselves and do not charge for their time. It is about the music and the art, rather than the money.

The content is generous with those who purchase able to view a five-song live session, own the mp3s of this session, see interview footage, and in most cases feature music videos and studio mp3s as bonus material.

It is the belief of EyeSeeSound that a new dynamic is infiltrating the music business, a new paradigm of music consumption is being born, and the realm of independent and DIY music culture will no longer remain an underground sub class, but is a very possible and viable future for the production and consumption of music.

The soul is returning to the art form.

So, rise up, call out and join EyeSeeSound's new revolution:

"The music industry is dead! Long live music!"



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