



Brad Colerick, Dave Curtin Form DeepMix

by Editors

Online Exclusive, Nov 26 2002

Music industry and advertising vets Dave Curtin and Brad Colerick have created a new music-supervision company, DeepMix (Hollywood). The new company will specialize in commercial and film music supervision, as well as original music utilizing artists, producers, DJs and remixers; the duo will also be involved in soundtracks, music-branded CDs and other niche services.

Colerick, president of the new entity, said, "We see DeepMix as a kind of hybrid company, catering to both the music and advertising worlds." Curtin will act as creative director.

Colerick recently won a 2002 London International Advertising award for a recording of Buddy Guy; he has also worked on spots for Coca-Cola, Budweiser, McDonald's, Sears and Reebok. Curtin's career began as a DJ and has evolved into a record producer and artist manager. He was the music supervisor for *Poison Ivy 2* and *Embrace of the Vampire*.

They are currently doing music supervision for *American Rap Stars*, a hip hop documentary featuring Russell Simmons, Snoop Dogg, Run-DMC and other rap luminaries for First Look Media, as well as supervision for *Quicksand* and *Borderline*.

DeepMix is located at 6253 Hollywood Boulevard, Suite 890, Hollywood, CA 90028; 323/822-0583.

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