



## Talk About Versatility *Avid*

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### Curtin and Colerick get into the DeepMix

by [Rae Ann Fera](#)

In a climate where recording artists see commercials as a potential for crossover, as opposed to selling out, commercial music veterans Dave Curtin and Brad Colerick have officially launched a new music supervision company, Hollywood-based DeepMix.

Both Curtin and Colerick bring extensive experience to the company - Curtin recently worked at HUM Music + Sound Design, where he helped launch SubZero, while Colerick was an award-winning independent music consultant - and plan to use their collective acumen in a variety of areas.

"We're a creative and unique entity that is not afraid to do different things in music," says Curtin. "Our backgrounds are in traditional music supervision, but we're getting into film supervision. We want to approach the entertainment industry as a whole, doing everything, including games and compilation CDs as well as film and commercials."

DeepMix, which was the result of five-year friendship between the principles, unofficially opened in April of 2002, but Curtin says the official launch was held off until the company amassed some work. "We wanted to have projects to talk about before we launched," he says, adding that both he and Colerick brought former clients with them to the new venture.

In that time, DeepMix licensed, remixed and composed music for KIA through LA-based agency davidandgoliath, consulted Deutsch, LA, on music for their latest Mitsubishi spot, licensed Jefferson Airplane's "White Rabbit" for the THQ video game *Red Faction 2*, and supervised HBO films *Borderline* and *Quicksand*. The company is currently supervising the hip-hop documentary *American Rap Stars*.

While the majority of DeepMix's work is supervision and licensing, Curtin says the company is positioned to do original composition by bringing in musicians or by commissioning recording artists to write original tunes. Located at Hollywood and Vine, DeepMix is doors down from Capitol Records. While DeepMix is equipped with a ProTools setup, and can do music editing in house, they have no studio facilities. However, Curtin says they have an affiliation with the label where DeepMix will take large recordings to the Capitol studios.

Furthering the all-round creative approach to music, DeepMix recently released a compilation CD. "It's intended to let clients know who we have strong relationships with. We're positioning ourselves as a company that is ahead of the curve, as tastemakers," says Curtin.

<http://www.deepmix.com>

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