

Catering to INDIE ROCK

The newest recording studio in town, **Sleepsound**, opened in January 2004. Engineers Jake Baker and George Ayres hope local bands will soon make it their first choice because of their flexible low-end rates. They're not looking for the punk and garage bands Ed Cole favors. Instead, they seem to have more success with modern indie rock, music they classify as "not too noisy."



Brian Gardner of Testface

The duo formed Sleepsound after they graduated from the UO – Baker in history and Ayres in English. With no business background, they had lot to learn. What carried them through was enthusiasm and experience recording their own band, Armored Frog.

"We had what I would describe as the standard computer-based bedroom studio," Baker says. "Essentially it's just using software on the computer your parents bought you for college." He says it's cheaper to run a studio based on computer recording than analog, which can cost \$150 for about 18 minutes of a 24-track tape.

Baker and Ayres don't seem concerned about amateur studios infringing on their business. Baker says they started the studio simply because they were looking to launch a music-related business and recording was "something we were already pretty seriously doing."

The business plan for Sleepsound is different from those at other local studios, because the engineers want their relationships with bands to continue past the recording stages. "What we're looking to do is more or less focus on a group of three or four bands, locally or otherwise, that we're going to help promote," Baker says. "We're going to record their albums and that's going to be translated into some sort of record label. We're not going to be trying to do just whatever, whenever."

Sleepsound's first client was the local jazz and brass band Scrambled Ape. Band leader Michael Roderick, also of Mood Area 52, had a long recording relationship with Michael Wilson's Studio Apocalypse. But with Wilson away, Roderick was looking for a new place, and he was impressed by Baker and Ayres.

"I respect self-starters who can have the initiative to figure out how to do things on their own," Roderick says. "They've got some pretty innovative ideas about how they want to record." – Vanessa Salvia



Peter Dean of The Fast Computers and Jake Baker

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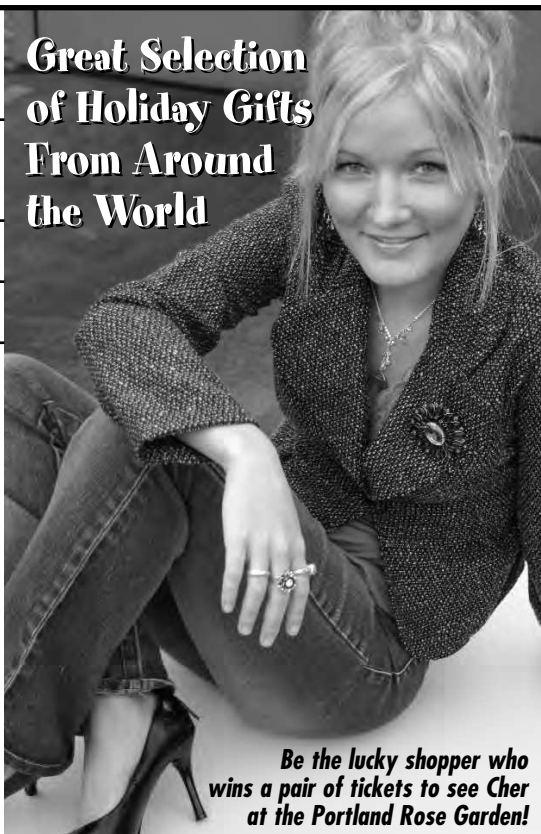
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