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The Year The Music Industry Broke

By PAUL IBANEZ

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There is no doubt 2007 was a bad year for the music industry. With CD sales dropping 15 percent from 2006, the industry has cut down on staff and artists; even big name A&Rs and executives like Rob Segevson, who signed acts such as Fall Out Boy and The Killers, can't avoid the cut. The music industry is in a recession - and big hits just can't cut it any more.

To counter these losses moves were made and new ideas came about in 2007. Madonna recently signed a huge 120 million 10-year deal with concert promoter Live Nation. It's the largest deal in history, involving not only future albums and tours, but merchandising



film and TV projects, DVD release, and music-licensing agreements, bringing an end to Madonna's 25-year relationship with Warner Music Group. Radiohead also shocked the industry this past year, releasing their newest LP, *In Rainbows*, on their website under the terms that Radiohead fans could download the new discs for whatever price they keyed in. Some chose to pay a penny, others elected to pay upwards of \$20.

Def Jam president Jay-Z stepped down from his position due to

contract issues. Jay-Z still is signed to Def Jam as an artist, and still has one album left on his contract to release. Jay-Z had a four year stint as president, garnering 28 Grammy nominations this year for Def Jam - the most in the company's history.

Starbucks started their own record label Hear Music, signing Paul McCartney and simultaneously ending his longtime relationship with label EMI. Trent Reznor of Nine Inch Nails left Interscope Records after 13 years.

So, what's to blame for the frenzy?

Powerhouse David Homyk Knocks Hard on the Music Industry's Door

By AMANDA FERRANTE

ARTS & ENTERTAINMENT EDITOR

New York City is home to so many of our favorite things - a great slice of pizza, countless landmarks, and a powerhouse talent sure to make the music industry fall to its knees. Having produced tracks for Kelly Rowland and Solange Knowles, David Homyk is the city's hidden treasure as he sings, composes, produces, and plays every instrument under the sound-making sun and he's good looking. You're in for a treat.

While David resides in The Big Apple now, he was raised in Charlottesville, Virginia, where he says he'll end up and buy a farm. David and I sat down in true New York City cliché - a Starbucks on a cold winter day - and ended up conversing for hours about music, love, and life.

David began composing at age eight.

"I fell in love with Scott Joplin and Ragtime music," he says of his early years. He took piano lessons and eventually picked up a guitar, and whatever other instrument he could get his hands on.

"I came from a town where playing guitar is like playing soccer in Bolivia," he says, making the commonality clear.



PHOTO COURTESY/TOMAS OLSON

David Homyk

David's versatility is what shines through in his music. In the sweet ballad "Hard to Make a Friend," his baby soft vocals take you away on an emotional path full of sweet whispers and a dash of typical pop that's just enough to lift you off the ground. His voice is very much comparable to Jesse McCartney, but instead of a shamed puffball, he's a puff-punches hunk. The track would slip easily into a soundtrack role, providing the perfect backdrop for a breakup scene.

In "It's so Easy Now," David's sweet voice hits the highs and lows-

showcasing a somber tone about a song that he says is an (optimistic) tune of finding a good place. He sings, "The fire in the rain just keep coming down. There's something in my heart - I just can't figure it out. It's no easy now. Now you walked inside my heart and I just can't figure it out, suddenly it's just so easy now."

What's best about the song is the heartfelt effortless vocals that turn into powerful chords over deep struck piano.

Of his production process, he says, "I marry different sounds and construct a song." When it comes to how songs are born, he says, "Songs just appear in my head all the time, and the really catchy ones stick. That's why my songs are so catchy - they all get stuck in my head to begin with."

The real hidden treasure on David's soon-to-be-released EP is "Knock, Knock," a feel-good dirty that will have you singing in seconds. Ladies, you'll wish you were the girl he's talking about. With jazzy hums and a bountiful base line, David's plead "Baby girl, take me back please" leads you to believe the undertone is R&B, but then a banjo-like guitar finds it way in along with a subtle whistle.

When asked about his influences, a plethora of musicians are counted.

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like Camion, Pink Floyd, Jelo, and Tom Petty; but two stand out. "Sam Cobain and Roger Waters - if those two weren't born, I wouldn't be a musician," David says.

The jump says a lot about his taste, and ultimately, his artistry.

While David shares the science to composing, it's clear that he's not just another face for the music industry to stamp and mass produce, but a true talent whose intelligence is his greatest asset. Earning a B.A. in economics, and another B.A. in philosophy from the University of Virginia, David even managed to minor in astronomy, and it's in his best interest as he's sure to reach the stars.

Entering an industry that crumbing so rapidly, David's reminiscent of a blind man walking into a room

"It's disheartening to watch the [music] industry collapse, because I do have that sweet dream of signing with a big label and just playing my songs," he says.

David playing the Gravity Lounge with Constantine Marnulis in his hometown, Charlottesville, at the end of Feb. Stay tuned for in-state shows in the coming months - you'll be hearing David knocking before you can say Hollywood.

For more on the powerhouse producer, singer/songwriter, and composer, check out www.myspace.com/davidhomyk.