

# THE VALENCE PROJECT

The Valence Project is next generation Progressive Jazz Fusion of the highest caliber. Using a blend of acoustic and electronic music TVP glides between Radiohead, Zero Seven, Prince and Jeff Beck. Brain, (Bryan Mantia, drummer for Tom Waits, Primus, Guns N' Roses); and acoustic music producer, Cookie Marenco (founder Blue Coast Records) teamed up for the basic tracks. Once completed, they worked closely with Gregory James (guitarist and Executive Producer for Valence Records) to invite top talent into the music composition.

"This was not about creating sterile electronic music", states Gregory James. "We let the musicians reach deep inside for personal expression, and then used electronic textures and studio processes to enhance the performances."

The production combines analog tape as the multitrack and blending it with digital manipulation techniques to maximize the quality and take fullest advantage of both mediums.

Bandmembers include: Blucube; Brain; Kai Eckhardt (Garaj Mahal, John McLaughlin); Melissa Reese (Mannie Fresh, Bootsy Collins); Jonathan Herrera (Miguel Migs, Zigaboo Modeliste); Gregory James; Eamonn Flynn (The Commitments, Zigaboo Modeliste); and Emily Palen.

## Key Selling Points:

### Featured Articles:

*AudioMedia Magazine Article*

*([nxtbook.com/nxtbooks/newbay/audiomedia\\_201009/index.php?startid=Cover1#/22](http://nxtbook.com/nxtbooks/newbay/audiomedia_201009/index.php?startid=Cover1#/22))*

*5-Part Artist in Residence Series at Indaba Music*

*([indabamusic.com/artists\\_in\\_residence/cookiearenco/](http://indabamusic.com/artists_in_residence/cookiearenco/))*

### Advertising Campaign

*(John McLaughlin Tourbook)*

*(Others To Be Announced)*

Youtube Exposure - Emily Palen (violinist); 1.2 million views

*([youtube.com/watch?v=qYGvGWY1FDs](http://youtube.com/watch?v=qYGvGWY1FDs))*

Contests with Indaba Music *(Remix Contest To Be Announced)*

Social Media Marketing Campaign *([twitter.com/valenceproject](http://twitter.com/valenceproject))*

*([facebook.com/pages/The-Valence-Project/111321282246167](http://facebook.com/pages/The-Valence-Project/111321282246167))*


*([tweetforatrack.com/TheValenceProject#TFAT](http://tweetforatrack.com/TheValenceProject#TFAT))*

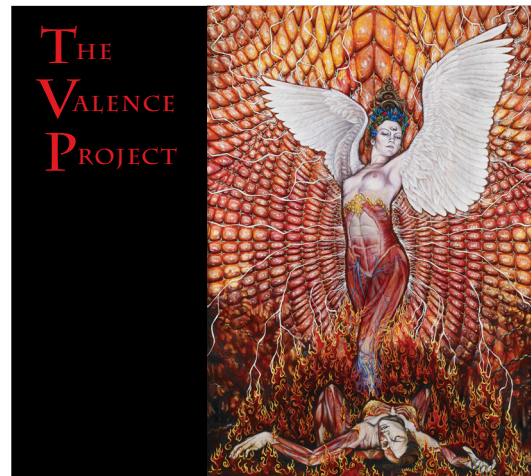
Grammy-Nominated Producer, Cookie Marenco

Artist Fan Base at ReverbNation.com

Hi-Res and Free Promotional Downloads

*(44.1 and 96 24 downloads at [thevalenceproject.downloadsnow.net](http://thevalenceproject.downloadsnow.net))*

 *BlueCoastWorld.com Distribution*



1. **Who Do You Love (5:34)**
2. **No Way (4:30)**
3. **Future People (4:30)**
4. **Afrobeat 144 (6:12)**
5. **In This Life (5:41)**
6. **G'Nib G'Nub (5:44)**
7. **Free Form (5:47)**
8. **If We Get It  
(We Know We're Gettin' Good) (5:45)**
9. **Number One (5:15)**
10. **The Hourglass of Time (7:47)**

The Valence Project Is:

Blucube · Brain · Deborah Charles · Kai Eckhardt  
Eamonn Flynn · Jonathan Herrera · Gregory James  
Cookie Marenco · Patrick O'Connor · Enrique Padilla  
Emily Palen · Melissa Reese · Baron Shul

**[thevalenceproject.com](http://thevalenceproject.com)**

For press inquiries, music licensing or information,  
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[support@valencerecords.net](mailto:support@valencerecords.net) or call 650.595.8475

Label: Valence Records  
Release Date: February 14, 2011  
Formats: CD, DSD, 96 24 WAV  
Catalogue Number: 1080-6  
Suggested List Price CD: \$20.00  
File Under: Progressive Jazz Fusion

