

Duo hope passion for assorted music styles will boost record label

A NEW Stafford record label is on the lookout for new artists.

Assorted Records already has some artists on its roster including Stafford band Neomantix and an artist based in Paris.

The label was created by former Staffordshire University students Peter Roch and Jonathan Demain who both graduated with a 2:1 in music technology last year.

It was originally set up as part of a university project looking at the future of physical record labels.

The label operates in the digital domain and aims to help bands and artists with everything from recording to distribution.

They have been given a grant by the Prince's Trust which gave them access to business training.

It has also helped them set up their website which has an online shop selling digital downloads, physical recordings and gig tickets.

"Our brief is: if we like it, if we feel strongly and passionate about it, we will gladly work with artists from any genre," said Peter.

"We are just finding our feet. It's scary but very exciting."

For more information about the label see www.assortedrecords.com, email info@assortedrecords.com or call 01785 245182 or 07876263249.



DIGITAL DUO . Peter Roch and Jonathan Demain.