

## ON THE WEB

www.musicweek.com

- **Downtown** on Diplo
- Warner/Chappell signs **The Runners**
- Bicycle Music inks deal with **Connelly** and announces NIN re-release

Publisher keen to team DJ duo with writers/producers

# Kassner on the lookout as it aims to keep Trafik moving

## Deals

By Charlotte Otter

**KASSNER MUSIC GROUP** is looking for writers and producers to team up with DJ/production outfit Trafik (pictured) and their protégées after signing them to a worldwide administration deal through the pair's production company Loft Music.

The agreement finds the publisher representing the rights to Andrew Archer and John Elliott's second album *Club Trafikana* – which features the single *Indestructible* that featured on American crime show *CSI:NY* – along with any future works produced by the duo.

Through the deal Kassner will also represent the music of writers and composers signed to Loft Music, including DJ/producer duo Audionova and a variety of acts being developed by Archer and Elliott including Newcastle-based indie bands *The Soviets* and *Polarsets* and singer-songwriter *Hattie Murdoch*.



Kassner Music head of business affairs and international Alex Kassner says the move will help the publisher tap into the north-east's music scene through the up and

coming bands. Kassner Music creative manager Jamie Arlon will concentrate on developing the Loft artists' writing potential and his first port of call will be to pair Archer and Elliott with Kassner Music stablemates electro-punk outfit *Robots In Disguise*.

"It makes perfect sense for the two to work together as their music would really complement each other," Kassner explains, adding Elliott and Archer could also do well as songwriters for hire. "Club Trafikana is a very commercial, dance album – however, more recently the pair have diversified and their music is now a lot more cinematic and also classical in feel."

With this in mind, writing film soundtracks and building on their success in *CSI* will be a priority.

Kassner says that the past few months has seen the publisher focus on establishing co-writes and the company will work hard to develop the other four acts now administered by the organisation through Loft Music. One of these is *Chris Turpin*, who has already worked with *Ricky Ross* and *Billy Livesy*.

[charlotte@musicweek.com](mailto:charlotte@musicweek.com)

# Label search on to push Catalyst hope Kelly Erez

**CATALYST MUSIC IS SCOUTING** for a record label partner to help push new R&B artist Kelly Erez (inset) into the mainstream after 18 months of development.

The publisher signed the London-based singer along with her sister and producer Natalie in May last year after securing a worldwide administration deal with Definition Music. Now Catalyst wants to secure the singer-songwriter a record deal and collaborations with mainstream artists after honing her composing skills.

Catalyst managing director Peter Knight describes Erez as a "young Lisa Stansfield" and says the company has worked on improving her performance, presentation and confidence as well as putting together tracks for her as-yet-unnamed debut album.

"Our next step is to secure a record deal, so they can put out the album," explains Knight, who adds that the company does not have the reach or the resources of a label to release the album themselves. "Kelly's talent is unique from anything else in the market at the moment but there is obviously a demand for it."

He says the singer is adding 300 fans a day to her Facebook and

YouTube sites, which augurs well for her chances in the US. "Her music is perfect for the market – but we need to get a record company to really start the ball rolling," he adds.



Already Erez has worked with producers including Steve Bush (Corrine Bailey Rae, Stereophonics), Ian Carter (Sugababes, Ian Brown) and Aubrey Nunn (Faithless, Dido) and Knight says the publisher will now start to pitch Erez's songs to other artists in a bid to raise her profile.

"A collaboration or a cover could throw up bigger, more commercial opportunities for her, however, we have to strike the right balance – we can't just throw her music at everyone and hope they pick it up. We have to make sure there is a right fit on both sides," he explains.

This ideally will find Erez collaborating with other mainstream R&B acts. Knight also suggests Kylie Minogue's producer Rob Davies would be a good fit. "He would be able to inject a little bit more of a pop edge to her songs," he adds. "With the right person on board Kelly has the potential to go a long way – there is an instant love around her music."

PRODUCT/BRAND	TITLE	COMPOSER	PUBLISHER	PERFORMER	RECORD CO.	AD AGENCY	SUPERVISOR
Asda	In The Summertime	Dorset	Sony/ATV	Mungo Jerry	Sanctuary	Fallon	n/a
Bleu de Chanel	She Said Yeah	Christy / Jackson	Sony ATV	Rolling Stones	Universal – Polydor	Chanel	N/A
Clarks	Kiss The Sky	Lee	Bucks	Shawn Lee's Ping Pong Orc.	Ubiquity	AMV BBDO	Mad Planet
Cornet Stores	Soy Campesino	Vargas	Peermusic	Ska Cubano	Absolute	EURO RSCG	Imagem Creative
DFS	Life Is Rosy	Penner / Myers	Kobalt	Jess Penner feat Tim Myers	Kobalt / Zync	Uber	The Sync Agency
Dreams Bedrooms	I Can Dream About You	Hartman	EMI	Dan Hartman	Sony	Robson Brown	N/A
Electronic Arts/FIFA 11	Swords Of A 1000 Men	Tudorpole	Warner Chappell	Tenpole Tudor	Union Square Music	Weiden & Kennedy	N/A
Ikea (Cats)	Pianni	Carlyle / Fuller	Bucks	Mara Carlyle	Accidental	Mother	N/A
Ikea (Kitchens)	In The Kitchen At Parties	Lewie / Trussel	Imagem	Jona Lewie/Man Like Me	Union Square Music	Mother	Imagem Creative
Kellogg's Special K	Red Dress (Mutya Mix)	Coler/Higgins/Bradley/Powell/Cooper/ Buchanan/Buena/Mahan/Cowling/Range	EMI / Universal / Warner Chappell	Sugababes	Universal – Island	JWT	Jeff Wayne
Littlewoods	These Boots Are Made For Walking	Hazelwood	Bug	Nancy Sinatra	Boots Enterprises Inc.	Leo Burnett	Ricall
M&S Autumn Fashion	Got To Be Real	Paich / Foster / Lynn	IMN / Peermusic / Sony ATV	Cheryl Lynn	Sony	Rainey Kelly	Rainey Kelly
Masterfoods/Twix	Let's Stick Together	Harrison	EMI	Bryan Ferry	EMI – Virgin	Masterfoods	Soundlounge
McCain Potato Food	Give a Little Bit	Davies / Hodgson / Phono	Universal	Supertramp	Universal – Geffen	BMB	Platinum Rye
McVities – Loyalty VIP	Loopy Kazoo	Fontaine	Imagem	Terence Fontaine	Sonic Quiver	Publicis	Imagem Production Music
Next – Autumn 2010	Rudy, A Message To You	Thompson	Carlin	The Specials	EMI	Next Plc	Torchlight
Nokia – Cubes	Cubes	Cowley	Bug	Neil Cowley Trio	Bug Digital	Wieden & Kennedy	N/A
Virgin Atlantic	Feeling Good	Bricusse / Newley	Concord Music	Muse	Warner Bros	RKCR / Y&R	The Sync Agency
Vodafone	I'm All Over It	Ross / Cullum	EMI / Warner Chappell	Jamie Cullum	Universal – Decca	BBH	Leap
Warner Leisure Hotels	Strong Together	Starr / Baker / McGregor	Chrysalis / EMI / Skint	Kidda	Skint	Hooper Galton	Felt
William Hill	Pretty Vacant	Lydon / Matlock / Cook / Jones	Universal / Warner Chappell	Sex Pistols	EMI – Virgin	The Bank	N/A