

FLUTRONIX

You Are Your Own Business

A presentation on career development

The New York City based urban art pop flute duo Flutronix, comprised of flutists/composers Nathalie Joachim and Allison Loggins-Hull, has taken the new music scene by storm with their original music and business ventures in publishing and recorded music. In an effort to share their knowledge and experience with aspiring professional musicians, Flutronix has developed a unique presentation for university students.

Details of Presentation:

Business Plan

- You can only be as big as you dream to be.
- Know your end goal and work backwards from there.
- Planning and revising as you go - allow your plans to evolve with you

Branding and Imaging

- Build a consistent public image
- Connect with your audience(s)
- Press - why you need it and how to get

What Makes Me Different?

- Programming
 - Examples: Sybarite5 and Imani Winds
- What (besides music) can you offer your audience?
- Paying attention to trends

Money

I. I just got out of school - now what?

- How many different ways can I wear my musician hat?
- Build your resumes
- Optimize your time vs. money earned

II. How do I fund my ventures?

- Investors
- Sponsors
- Funders
 - Non-profit opportunities
 - For profit opportunities

Networking

- Learning that you're already part of large network
- Real-life social networking
- Give support to get support

Balance your business and performance life

- Time management
- Efficient practice methods
- Take care of yourself

About Flutronix:

Flutronix is Nathalie Joachim and Allison Loggins-Hull, two blazing young flutists who are “redefining the flute and modernizing its sound by hauling it squarely into the world of popular music.” (MTV Iggy) Their original urban art pop is best described as “a unique blend of classical music, hip-hop, electronic programming and soulful vocals reminiscent of neo-R&B stars like Erykah Badu.” (The Wall Street Journal) Their work as performers, producers and composers has moved them to collaborate with artists and ensembles from different realms and disciplines, including electronic music sensation Dan Deacon, legendary hip-hop producer Ski Beatz, the International Contemporary Ensemble and more. Flutronix has performed at leading music venues and events including the Virginia Arts Festival, WNYC’s Greenspace, the Brooklyn Museum and 92Y Tribeca, and produces Flutronix and Friends, a collaborative new music series. Flutronix has been featured in an internationally broadcast ESPN super bowl commercial, as well as television segments on Telemundo and The Daily Buzz. The duo is regularly sought after as clinicians and educators and has presented and lectured for The Juilliard School, New England Conservatory, the University of Michigan, the New York Flute Club, the Atlanta Flute Club and other institutions across the country. Their latest album, “2.0” has been recently released on the duo’s label as well as by Village Again Records in Japan. Flutronix is proud to be Burkart flute artists.

Press:

“The group’s latest album “2.0” has the sleek pulse of modern R&B.” - Robert Ham, The Brooklyn Paper (April 4, 2014)

“...the urban influence and twin flute attack of Flutronix stand apart.” - Tad Hendrickson, The Wall Street Journal (March 21, 2013)

“Nathalie Joachim and Allison Loggins-Hull are both accomplished players of the instrument in their own right, but together as Flutronix the duo conjure something special.” - Alexander Abnos, WNYC Gig Alert (January 15, 2013)

“A duo of flutists who call themselves Flutronix are spurning their classical roots in favor of electronically inflected flute tunes that sound more like scores from the future than traditional flute concertos.” - Eli Rosenberg, Brooklyn Paper (May 27, 2012)

“Joachim and Loggins-Hull’s success here lies in the duo’s impressive timbral coordination of acoustic flute with the inherent polish of synthetic sounds - no simple achievement.” - Doyle Armbrust, Time Out Chicago (April 28, 2011)

“All in all, the nine tracks on Flutronix’s recorded debut make a strong case for a poststylistic, post all-powerful-single-auteur-driven music, one that allows multiple voices to share in the shaping of a music that is equally indebted to and comfortable in several musical lineages.” - Frank J. Oteri, NewMusicBox (January 04, 2011)