

by Strother Bullins

# Latin Music Production

## LATIN MUSIC PRODUCTION: A GLOBAL BUSINESS ENDEAVOR

The international business that is Latin Music Production is increasingly affecting traditionally American music industries in a positive, growth-based way. Years past the so-called "Latin Explosion" of the new millennium, American audiences are now hearing Spanish-language music on a regular basis as well as new English-language music productions that are influenced both directly and subtly by Latin music.

In turn, many American music industry professionals now work on a global scale by becoming more involved in Latin music production. Examples of pros with notable Latin music ties include such savvy successes as José 'Hyde' Cotto, a successful engineer of Reggaetón hits with a regular commute between Puerto Rico and Miami; and Angel Fernandez, the Queens, New York-based recording engineer, musician, and longtime Live Musical Director for international superstar vocalist Marc

Design Group. Together, Storyk and Molho serve the Latin American studio design/build market; more Latin-based WSDG growth is on the way, says Storyk (see his sidebar for more).

Together, these professionals agree that "standards are standards" in the business of Latin music production; the best and bright-



From the upper right, clockwise: a grand piano at AR Studios in Rio de Janeiro; control room at Swing Musica in Buenos Aires and a control room at AR Studios.

est Latin music recordists throughout the Americas and the Caribbean work with approximately the same tools and in very similar acoustic environments as the best and brightest recordists

here in the States. As a result, it is easier for everyone who strives for success in the Latin music recording industry to "speak the same language," at least from a production standpoint.

As the greater metropolis of the American Music Production Industry continues to expand, its most successful players will likely continue to look beyond their own borders — formerly drawn along geographic, monolingual lines — for work. Further, you can look for this broadly shared creative synergy that comprises modern Latin Music production to grow, ever more influencing the various locales in which it exists with financially burgeoning results.

Anthony. Other recording industry professionals are also operating with a truly international mindset, like John Storyk and his Buenos Aires-based business partner Sergio Molho, both of Walters-Storyk