



PROVENCE PROMOTION



Repetita tells us...

In Marseille, M stands for ...

Repetita, now in Marseille, makes all Musical notes heard! It is the leading large pre-musical production and dance studio and also organises show-cases and music courses in partnership with Yamaha; and it also hires equipment! This system has been well tested in the "Capital" and brilliantly transferred to the 1 100m2 Ateliers Decanis with the very active support of Provence Promotion. Luc Goldstein, Founder and Chairman, tells us ...



Luc Goldstein

> It looks like: The South!

I am a professional musician and slightly more than ten years ago opened the high quality "Music Live Production" rehearsal studios with Bruno Gedin in Montrouge (district of Paris) (at the time the region badly needed these studios). A system of fixed reserved time slots was set up throughout the year and success has been very fast and lasting since then because rehearsals have always been the poor relation of music.

My next ambition was to create other centres in France. My natural choice was the PACA Region which is now better connected to the rest of Europe with the TGV high speed train, and is famous for its many new musical groups. A market study showed Marseille was an ideal spot for our new set-up and had an intense musical life. An increasing number of known and unknown artists live in Marseille, producers are setting up there, and it is a popular choice for tour premiers

> Marseille, an attractive spot for us!

Firstly, we contacted persons involved with culture in Marseille. Euroméditerranée and the Marseille Town Hall offered us a site on the future Media Cluster. Unfortunately, the constraints were not appropriate for our type of activity. We were lucky to find a suitable location very quickly at Ateliers Decanis. This site dedicated to picture and sound techniques is already home to Nelly Production, OMTv, TF1 and LCI.

We were then prizewinners at PACA Entreprendre and thus received a «Passeport Entreprendre». Provence Promotion assisted us with obtaining subsidies and with our search for premises.

We contributed 50% of the financing ourselves, and the rest was shared between two Regional loans and a bank loan. Note that Provence Promotion was very efficient in helping us with communications throughout this period.

> Professionals follow, amateurs love it

Many tours now begin in the South of France, in Marseille or Montpellier. Therefore, it is more cost effective for a show to hold rehearsals and the première in the same location. The TGV is a boon in this respect.

Amateurs are a large potential public and finally, there are few places where they can go. We have set-up a studio reserved for dancing, new studios for music rehearsals in "stage condition" equipped to make semi-professional recordings, and a theatre.

This equipped 150-seat theatre within our premises is suitable for concerts given by amateurs and beginner professionals. But this location is also attractive to well known artists (Goldman, Cabrel, Farmer) who find the need to interact closely with the public before or after tours in very large theaters.

> A hits school with Yamaha...

The Repetita Musical Club also accommodates the PMS (Popular Music School) in partnership with Yamaha Musique France (electric guitar, bass guitar, drums, saxophone, piano, clavinova, singing courses).

We offer appropriate education, group courses, and development of creativity. The most amusing part is that it was Yamaha who contacted us after having read about our opening in Marseille on the Web!

In fact, we are the second PMS-Yamaha school in France (the other is in Paris with 600 students) and in 2006 we will open the first Yamaha Children's Music Club in the PACA Region, based on a method for teaching music starting from four years old.

> And now...the recording studio?

We are considering creating a very high quality recording studio, but this will be a very large investment for us and we are waiting to see the real demand. Now that it is fairly easy to make a mock-up with a medium sound quality using a digital recording in a home-studio, we need to offer services equivalent to the major studios in Paris, or even London and the United States.

> Proud of being Marseillais!

I was originally Parisian and I am now Marseillais and happy about it!

The quality of life in Marseille is unimaginable in Paris; everyone is more approachable, friendlier, it is easier to start a discussion, people are less stressed.

Marseille has another advantage in that it is a cosmopolitan city, a real asset for a company that wants to set up and become integrated quickly. The climate and layout of the city also offer many outdoor spaces to organise public concerts in the fine weather, which is non-existent in the North!

It is an opportunity for amateurs and beginners who come to work at Repetita, and we can help them more easily with all their performances.