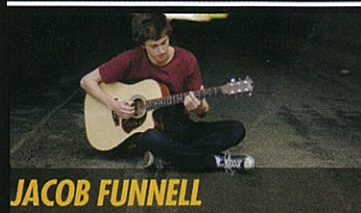


GUITARIST TO WATCH**JACOB FUNNELL****CURRENTLY PLAYING WITH:**

Phil Emmanuel as a duet, as an instrumental solo artist, various cover bands, and my sister Emmy who plays guitar and sings.

USUALLY FOUND PLAYING:

Around the Central Coast of NSW.

YEARS ON THE FRETBOARD:

I started playing eight years ago at age 11.

HOW WOULD YOU DESCRIBE YOUR PLAYING STYLE?

My acoustic originals include a lot of tapping and percussion in both fast and slow instrumental compositions. My aim is to make a single instrument sound as full as possible. Guitarists like Tommy Emmanuel, Andy McKee, Justin King and many more who totally blow me away, influenced my playing style first and then my composing style.

FIRST AXE:

It was an electric guitar brand called Odessa that I got from a pawn broker. I had that for a little while, and when my parents saw the improvement on my playing from tuition, they quickly upgraded me to my first actual guitar of choice, an Epiphone Les Paul.

CURRENT AXE:

My current acoustic axe is a Maton Ecw80. On electric, a Fender American Standard Strat and a handmade Tey guitar from Texas - the only one in Australia on loan from my manager. It is a brilliant guitar and so easy to play, you can change the sound to suit most styles of playing.

RIG/PEDALS:

I own a Fender Twin Reverb, Line 6 Pod HD400, Strymon Blue Sky Reverb, Voodoo Lab Sparkle Drive, BBE Green Screamer, Boss DD-5 Digital Delay, BBE Sonic Maximiser, Loop Master true bypass looper and a Korg Pitch Black tuner. All these pedals gig around with me all the time.

CURRENT RELEASE:

My debut release *Sunrise* has six of my original instrumental tracks and was recorded live on my Maton through a valve mic and '60s valve pre-amp (originally from Abbey Road Studios). Find me on iTunes, or at www.jacobfunnell.com.

SOUND ADVICE**HEAR THIS!**

EACH ISSUE JMC ACADEMY WEIGHS IN WITH SOME HELPFUL TIPS FOR PLAYERS AND MUSIC PROFESSIONALS LOOKING TO TAKE THEIR CRAFT TO THE NEXT LEVEL.

DO IT YOURSELF REVOLUTION

In the age of digital technology, the self promoted musician/artist has had a significant rise to fame. What may have initially taken a management and promotional team several months to successfully achieve, the DIY artist can do at the touch of a button. Let's look at how we can use the Internet and social media to help establish ourselves as music artists on the world stage, without the airfares!

SOUNDCLOUD

Once your music has been written and recorded to an acceptable standard, creating a Soundcloud account will give you the opportunity to store your material online to be listened to by

any person that you choose. Finding like-minded music lovers and groups of appreciation has never been so simple. Once you have uploaded your material, you can then create access links and send them to anybody that you feel will appreciate your musical ideas.

FACEBOOK / TWITTER

Social media has taken the world by storm, and it is not uncommon for many music networks to be established and followed closely through the powers of Facebook. You have the ability to create a simple artist page, build on your professional network by adding friends and others, and also follow some of the already established pages that relate specifically to your particular music or sounds. You will develop larger scale exposure, and can potentially categorise your attention and followers. Uploading photos of the band at local gigs, in the studio recording, as well as posting your access links from your Soundcloud account will give thousands of people exposure to your work by simply clicking or listening. Be sure to be a regular contributor to your social media pages, posting information daily, and watch your following begin to increase.

YOUTUBE

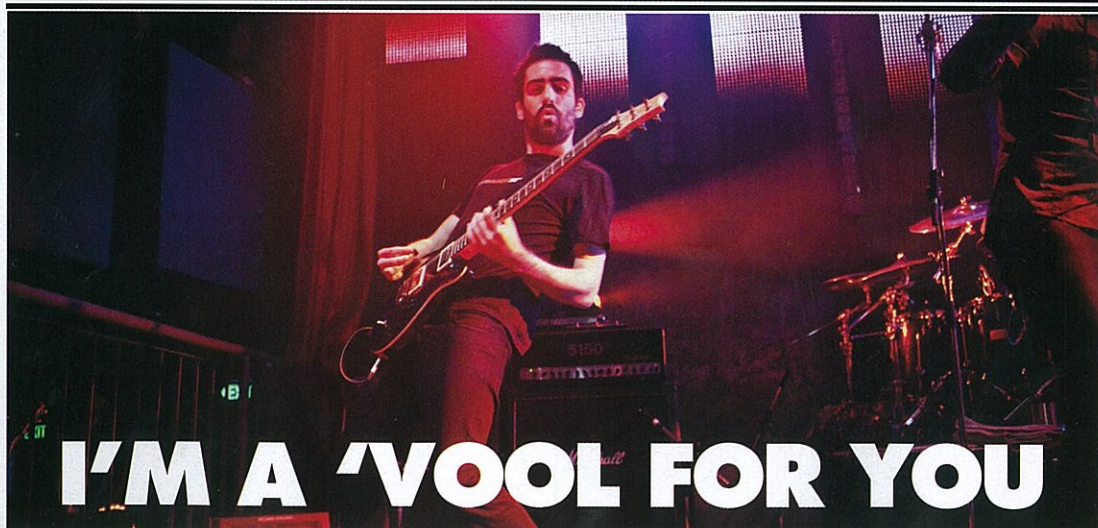
The simple everyday features of your mobile phone now give the artist a pocket-size video camera with the ability to capture those unforgettable moments. Uploading footage to your personal YouTube page such as behind the scenes or on stage at your gigs, in the studio for the recording session, or just simply a personal message to your devoted fans will once again give you the ability to spread this message to the virtual masses. Be sure to regularly post your updated links to your Facebook and Twitter pages for the world to witness.

BANDCAMP/CD BABY

Not only can we showcase our musical samples directly to the world, we also have the opportunity to have our material housed in a way that can attract physical sales for the artist's hard work and efforts. With the use of websites such as Bandcamp and CD Baby, the artist can sell their product at a specific price, or nominate a price where fans can choose the amount that they wish to pay for the recorded item. The time has come to propel yourself into the World Wide Web. Have fun! 

ROB CARE
JMC MELBOURNE

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SYDNEY - MELBOURNE - BRISBANE

**I'M A 'VOOL FOR YOU**

Aussie prog-rockers Karnivoool are notorious for taking their time to get things right, so it's no surprise that their new album *Asymmetry* comes a full four years after the release of their second album *Sound Awake*. They also don't do anything by halves, offering a full 67 minutes of new music across 14 tracks recorded in Byron Bay with producer Nick DiDia (RATM, Mastodon).

"We wanted this record to be a natural evolution from *Sound Awake*," says guitarist Drew Goddard. "It needed to be more honest and raw, sound-wise and song-wise, exploring uncharted territory for

the band while holding true to the things that make Karnivoool... Karnivoool."

Fans can expect some very adventurous tunes (and tunings no doubt) and will get the chance to sample the new material on their upcoming national tour where they will be joined by local upstarts Northlane. The *Asymmetry* Tour heads to the Thebarton Theatre, Adelaide on Tuesday 30 July; Melbourne Town Hall on Thursday 1 and Friday 2 August; The Big Top Luna Park on Sunday 4; Eatons Hill Hotel, Brisbane on Wednesday 7 and Metro City, Perth on Sunday 11. 