

Transplant music studio feeling more at home

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In two years, the partners behind Same Sky Productions have laid down new roots and tracks in the Live Music Capital of the World through creative marketing and collaboration.

Same Sky owner David Messier and producer engineer Andre Cantave picked up and moved the studio from Boston because they were drawn to the city's music scene and laid back attitude.



“We came down with the entire studio in a truck,” Messier said.

The partners have had to rebuild their business in Austin, which has been challenging, but rewarding, Messier said. Same Sky has been slowly building a name for itself here through creative marketing and, more importantly, their music production work with a number of local artists, including hip hop artist Tee Double and singer Greg Vendetti.

Even though Austin has a good share of music production studios, Messier believed there was room for Same Sky and its brand of production.

“We’re independent producers that happen to have a studio,” Messier said.

“We are going to make a great track, whatever it takes. There are not other fees to our work.”

Same Sky is focused on production and artist development, and some commercial work. Unlike some studios that charge by the hour, Same Sky charges per track.

Messier said that the studio has kept busy, despite the tough economy. He declined to discuss financial specifics, saying only that the business is doing well. When there’s downtime at the studio, the duo has been filming a music webisode, called Same Sky TV, hosted by a puppet named Sty Woolette. The show has been a fun outlet, and an unexpected marketing tool, driving inquiries to the company. Once a week, they also host a two-hour online radio program, at SameSkyRadio.com, promoting emerging music from all over the world, with a big focus on local Austin music.

Messier said that Same Sky has been building up relationships with the Austin music community through parties and events, taking advantage of their studio’s rooftop terrace overlooking Congress Avenue, near Sixth Street. It’s not uncommon to see Austin’s finest musicians jamming at their studio any given night.

Same Sky and its Congress Ave. studio also piqued the interest of Rose Reyes, director of the music office at the Austin Convention and Visitors Bureau. ACVB recently hosted a well-attended bash to introduce Same Sky to industry folks.

“We liked not only what they were doing marketing wise, but the music that was coming out of the studio and their approach to collaboration,” she said. ACVB is considering using some Same Sky-produced tracks on its upcoming compilation CDs.

Messier and Cantave’s approach to collaboration is what they say sets them apart from other studios. Both producers are multi-instrumentalists that are comfortable picking up an instrument if the song needs it.

“It’s like taking on a few more band members. We just dive in with everybody and build songs from the ground up,” Cantave said.

In June, the studio put out a funk/hip hop track, a jazz folk track, a calexico track and an arena-type track.

“We are the producers without a sound,” Messier said. “I’ve always wondered if that’s a double-edge sword but I hope that each one of our tracks sounds different and unique for that artist.”

That collaborative mentality is especially helpful on singer songwriter projects. Reyes said the city wants more businesses like Same Sky in Austin.

“It’s important for all of us to continue to build infrastructure, so the artists can take care of business, including recording, all of the professional services, here in Austin,” Reyes said. “We don’t want them in New York or LA. We want them to stay here.”

Cantave and Messier said that looking forward, Same Sky is focused on becoming a well-regarded fixture in the Austin music scene.

“I’m really proud of what we’ve done in barely two years here. We know so many great people,” Messier said.

Same Sky Productions

What they do: music production, gear rentals and commercial jingles

Who they’ve worked with: Tee Double, Austin Music Awards Hip Hop Artist of the year 2010

Greg Vendetti, Greg Williams & BBA booking, James Speer, Dana Ray, Lee Simmons, Brendan Kelley

Top executives: David Messier, owner/head producer; Andre Cantave, producer engineer

Staff: five

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