

Our philosophy is that technology should be used to produce creative ideas, and not the other way round. We shouldn't construct ideas to fit the technology. So in order to enhance our creativity, we strive to adopt a slow-tech approach that shows that the most sophisticated technology is not always the most innovative or the most powerful. Consideration of our planet's finite resources and the unstable equilibrium of our ecosystem, and of the challenges set by the limitations of economical and technological development, has nurtured a desire to bring the human factor back to centre stage, and to replace the excessive power that has been given to technology over the last decades.

We have also been influenced by the fact that we don't think that quality, above all in a creative context, has anything to do with quantity or that it's somehow related to the level of sophistication of the technology we use. That obviously doesn't mean that we're turning our backs on technology, but rather that, on the one hand, we want it to serve creativity and not be the driving engine. On the other hand, we want to try and use technology in such a way as to reduce its impact on energy resources and the environment. It is with this spirit that have been experimenting with production and sales lines that are both ecological in the highest sense of the word, and that can also maintain a sustainable balance between all the role players, maintaining the productivity of our ecosystem by eliminating unnecessary costs and production overheads.

So how can we promote our idea of creative production? Well, first of all we can choose production technology that has the lowest impact on energy resources and the environment. This means not having to race after the latest digital technology that is increasingly unsustainable with the devastating price one has to pay for the consequences in terms of energy and society at large. We should rather make a careful and informed decision to rediscover simpler and less extreme technological solutions that are no less efficient in providing a quality product. And as far as music is concerned, one such solution is the use of near field analogue microphones that are capable of producing a sound quality such that it seems like a 'live' experience. Another is low tech amplifiers that provide a great sonic sound. And we are constantly on the lookout for other equably sustainable and efficient technology in different production contexts.

Obviously, such must be carried forward both in the choice of the equipment and in the organisation and configuration of the recording and post-production processes. In fact, most of the time, multi-microphones and multi tracking are the order of the day, with little attention paid to where the microphones are positioned, and it is only at the final post-production stage of mixing and editing that the stereophonic sound is rebuilt.

We have chosen to go back to a minimalist approach to recording and production that consists in the use of just a few highly sensitive stereo microphones, pre-amplified and convertor systems, and a digital recording console. Nothing more is needed and you will be amazed at the depth and detail of the sound quality achieved. If you close your eyes, it's as if you were in the same room as the musicians themselves.

We would also like to extend this type of approach and sensitivity to our production sales line. Our aim is to eliminate the middlemen and establish a direct contact with the client. We want to give back to the people who worked on the recording (the musicians, the technicians, etc.), the people who have thought, built, played and recorded the musical project that we will put on the market, the human, creative and economic resources that they have invested in us. To do this, we have decided to run an online shop where we can offer our recordings at reasonable prices and establish contact with the musicians and technicians who have been involved in the project from its initial design concept and financing.

We like to think that the way we have chosen to work is in harmony with a vision of the world that refuses to consider technological and economic development as an end in itself, given the devastating impact it has on energy and the environment. We hope to help define an approach to sound recording that uses low impact technology in a creative way while guaranteeing a quality product. We aim to stimulate sales strategies and practices that will honour our commitment to “zero mileage” while at the same time reaching a global market.

So this has led us to launch a competition for musicians who are willing to face the challenge of a rather unusual musical project.

The projects put forward for selection should be of no more than 50 minutes duration. The demo material presented for the jury’s consideration must be at least 10 minutes long and should be representative of the project as a whole.

Presentation of the project must include: the name of the project, the name of the group responsible for the project, the number of members in the group, and a list of the instruments used. Please also state the percentage of the group represented by members who are under the age of 30 years on the application expiry date.

The three projects with the highest points will receive a cash prize and will see their project published in the *Silfreed Records* catalogue:

1st prize - 1000 euro

2nd prize - 250 euro

3rd prize - 250 euro.

Selection will be made in two rounds. At the end of the first round, *Silfreed Records* will choose the 10 project finalists who will go through to the second round. From these 10, a jury of musicians and composers will select the three winners who will perform their project live in a final performance.

The demo of the project finalists will be available on a specially created Facebook page and people can vote for their favourite. The project that receives the highest number of “LIKE”s will get an extra 5 points to add to its total score, and will be produced and distributed by *Silfreed Records* even if it isn’t one of the three winners.

The projects will be judged according to the following points system:

General quality	max. 30 points
Low use of electronic and electric equipment	max. 20 points
Low digitalisation	max. 20 points
Innovative project content	max. 10 points
Original musical content	max. 10 points
Groups with the highest number of “LIKE”s	max. 5 points
Groups with more than half its members under 30 years of age	max. 5 points

**The deadline for the proposal of projects is set on December 15th 2012.**

The demos of the proposed projects must be provided by that date on a CD with audio wave or MP3 format to the following address:

**Silfreed Records**  
**via S. Maria di Castello, 35**  
**16123 Genova Italy**

On the CD, the name of the group, the title of the project, the name of contact person, the postal and email address of the contact person must be provided.

Alternatively, the demos can be sent by the same date with MP3 format through email to the address [info@silfreed.com](mailto:info@silfreed.com). The maximum size of the demo must be 10 MB.

In the body of the email, the name of the group, the title of the project, the name of the contact person, the postal and the email address of the contact person must be provided

The participants must fill in their data into the submission module which can be downloaded in this page and send it with the same modalities of the audio file.