Seth Firkins launches new Music/Media Company

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Grammy logo

Atlanta, GA (rushPRnews) 03/10/10 — A new benchmark has been placed in the world of music/media post-production! Five by Five Media Group, owned and operated by Grammy-Nominated Engineer Seth Firkins, has just launched it's website and flung it's doors wide open.

As of March, 2010 Five by Five Media Group is offering any and all professional post-production needs, from music mixdown and mastering, to foley sound stage additions to music, commercials, movies, and broadcast. The Client list for Five by Five is truly one-of-a-kind in that it encompasses over 9 years of an eclectic mix of Record Labels such as Sony Music Group, Universal Music Group, all the way to Interscope Records and Selecto. Artists include Jay-Z, Lil' Wayne, Tiffany Evans, Juvenile, Twista, and on and on. Please visit the website for a more complete client/friend list.

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About Us

Seth Firkins, born 1981 in Louisville, KY to Robert and Harriet Firkins; My career started at 18 in Louisville, in the rock business with the band called Breckinridge (now called Heaven Hill). Starting out as just a "roadie" i quickly grew from starting their street team to running their FOH (live sound). Once we began touring the country, sponsored by Budweiser, many people recognized my "ear" and the potential behind it. It wasn't much of a jump to go from the live sound world, to the studio world. It actually was easier! Even though the knobs on an SSL 4000 are different from the knobs on a Midas 64, they still work in the same way. So going into studios across the country from East Iris in Nashville to House of Blues Memphis all the way to Vault and Circle House Studios in Miami, I became a truly "solid" mixdown engineer. At the same time, tracking was another passion quickly becoming lucrative. Coming from live sound into a studio, the transition from "hurry up and get it right, right now!" to "take your time and tweek away" was so refreshing. I could finally sit around and figure out what certain things did to a record's sound with much more time to go back and change things...in live sound, you only have a sound check and the actual performance to get it right! It wasn't long before I out-grew Louisville, KY as a music market. I started leaving town again to head to Miami, NYC, Vegas, that I began branding my name and talent. In late 2006 I took a mixdown for a band's album in Los Angeles. I spent a week and a half mixing, and returned to my own studio in Louisville. It was within days of my return home when I was asked to take a trip to Atlanta for a few days. I gladly accepted, however this time, I wasn't coming back. Instead of travelling back and forth, from city to city, Atlanta finally had everything I wanted...the studios, the atmosphere, the general attitude of "whatever it takes" really drew me in. So I started taking tracking sessions for artists like Lil Wayne, Shawty Redd, and Jay-Z, and the rest, as they say, is history.

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