

Intervention Arts Celebrates Ten Year Anniversary



Johannesburg, South Africa March 2, 2009 – Founder of South Africa’s longest running independent record label and distribution company, Intervention Arts, celebrates its tenth year in business on March 15, 2009.

Founded by The Awakening front man Ashton Nyte in Johannesburg, South Africa in 1999, the company has released more than twenty full-length albums to date, and has prided itself on “turning good art in to great art” by carefully selecting artists with unrealized potential. Combining that potential with IA’s production expertise in the studio, distribution network and promotional engines, the company has given many independent artists a platform to drive their own success.

Like any successful business, there is no substitute for hard work: the origins of Intervention Arts are within Nytesound Studios, Mr. Nyte’s first recording studio which operated out of a small cottage from 1997 to 1999. Ten years and two continents later, Ashton now records and produces albums from both his studio in Johannesburg and from the company’s new location in the USA where he now resides.

In the past ten years, Intervention Arts has also joined in promoting philanthropic events and championed social causes. The most prevalent of these is IA’s “Rock Against Rape” festival, which brought some of South Africa’s best alternative rock artists together for one night to not only perform their music but to address attendees directly about the issue while raising money for a local organization spearheading the cause.

At its height Intervention Arts handled South African distribution of major label artists from throughout the world. With the launch of IA’s nightclub in 2003, The Red Room, the company moved in to promotion and record release parties for some of the biggest names in alternative rock. “We moved thousands of albums every month throughout SA for several years,” Ashton reflects on IA’s distribution years. “With the move to the US, we’re now looking at focusing less on distribution and more on our own artists, on their production and the quality of their albums, and on their global promotion.” Having just opened a second studio and launched two more nightclubs in the US, Intervention Arts appears poised to do just that.

Contact:

Arin House, Media Relations | Intervention Arts | <http://www.interventionarts.com>

Phone: 314.691.4746 | Fax: 847.953.0310 | Email: info@interventionarts.com

IA USA: 4740 N. Cumberland Ave. Chicago, IL 60631 USA

IA South Africa: 26 Palala Centre 283 Lewisham Road Blackheath 2195 South Africa

###