

TIM WALSH

Group Project



Through his work organizing the Pop Culture stage from the last Porchfest, I got to meet up-and-coming rocker, **Alex Remington** and I recently got a chance to talk to him and **Jacob Brown** from the local trio **Group Project**.

I had heard some buzz about these dudes on social media and from sold-out shows they played in the area. I ask Alex how it came together. He tells me that the third member

Jeremy Harbec had seen schoolmate Jacob sing on Facebook. Jeremy had been producing EDM (Electronic Dance Music) beats on his computer. Alex tells me, "Jeremy texted Jacob and said 'We're going to make a pop banger by the end of next year.'" That tune titled 'Drinking Games' got 20k plays on SoundCloud.

Soon after that Alex met Jeremy while working at the Hudson IGA. Alex says, "I heard Jeremy was producing, I said 'Hey I play guitar we should get together.'" Alex checked out a beat Jeremy had been working on, and then added a guitar riff. "It just worked," he said. Soon after that, they began collaborating as a trio to write and produce songs. In 2018 they had six songs up on Spotify with several thousand plays, and a growing fan base of high school and college kids in Canada and the United States.

This work, some moxie, and some good luck got them a meeting with music industry veteran Stephane McGarry who ultimately signed a management deal with Group Project. The first thing they did was take their songs off Spotify to revamp them. Jacob says, "Though we had a fan base we had developed, ultimately it was the best decision... backtracking to take a big step forward." Stephane hired session players to do drum, bass and guitar tracking. They added some production elements. "It made us more credible, the quality was better," says Alex.

That work paid off – they now have millions of streams on Spotify, and fans all over the world. There are 15 releases up there now, and it is all ear candy. Every tune is a sculpted soundscape with a fat groove and a compelling story. You will tap your foot and smile.

The trio began playing sold-out shows, including at the Fairmount Theatre and Chez Maurice. The pandemic hit a few months later and put everything on hold. Alex tells me that the band took the time off to work on their craft and to write more songs. He says, "I became a better player, Jacob became a better singer, and Jeremy became a better producer. The songs are better." Their best results happen when they are working together. "It really is a group project."

Their new single 'Flowers in the Garden' is set to drop Friday, February 11. The guys tell me it's an upbeat feel-good tune made to sing along with. The song can be pre-saved on all the streaming platforms, so it pops onto your library at midnight. Jacob tells me, "It's very important for the artist to get those pre-saves; it helps with the algorithm and to get you on playlists."

You can find the link on their Facebook page www.facebook.com/GroupProjectMusic or their website groupprojectmusic.com

If you have any arts news you'd like to share, send me an email at artbeat@yourlocaljournal.ca. I'd love to hear from you!



PHOTO COURTESY
GROUP PROJECT

Local musical trio 'Group Project' is made up of (left to right) Jeremy Harbec, Jacob Brown, and Alex Remington.

The Bunker's coming back!



PHOTO COURTESY WAR MEMORIAL LIBRARY

The War Memorial Library Thrift Shop/The Bunker at 60 Elm in Hudson is re-opening Saturday, February 12, from 9 a.m. to 12 p.m. The Thrift Shop/The Bunker is run by volunteers and monies from sales are distributed to local charities.

ADVERTORIAL

Airpur now available at MUV Fitness Studios

Lauren Mitchell

Special contributor

MUV is proud to announce they are now offering the Aerus Air Purifiers with ActivePure® Technology for purchase in their shops. Used in their studios, ActivePure® technology removes over 99.9% of the virus molecules in the air and on surfaces in only three minutes. With the increase of citizens spending more time at home or indoors, pollutants can be strong in the home and workspaces.

"I learned about Aerus Air Purifiers during a visit to the dentist in early 2020," explained Alex Von Huene, owner of MUV and dealer of the purifiers. "Aerus Air Purifiers were installed in the lobby and each room. I immediately went home and started researching extensively about the air purifier. After countless hours of researching, I knew that the Aerus machine was unlike any other on the market."

The air purification system is patented with a Honeycomb Matrix filter that grabs onto oxygen and water molecules in the air in order to create its powerful oxidizers, known as ActivePure Molecules. These molecules, now armed with the ability to kill any active pathogens, are then released back into the room

to purify the air and surfaces of its surroundings.

"Having operated a fitness facility for over 20 years, ventilation and cleaning surfaces have always been an ongoing concern. Keeping things clean was an enormous cost due to the amount of 'touch points' in gyms," explained Von Huene. "In June of 2021, I started a new business in Hudson called 'MUV.' In this concept I knew it was time to install the 'world's best' Air Purifiers. This concept was to not only give our clients a great experience, but to make sure that they had peace of mind and were feeling safe in the space."

MUV offers four different models of the Aerus Air Purifiers. Each purifier meets a maximum space limit to suit your needs.

"I am currently using three different models for my business," he said. "For the store I use the Aerus Pure & Clean, for the Fitness Studio I use the Aerus Guardian Air and for the Locker Area I use the Guardian Angel. For businesses, commercial environments, and anywhere where larger gatherings take place the Guardian Air is my choice, it has a strong airflow and a large filter."

For more information or to get a quote on an air purifier, please visit www.airpur.ca



Why did the newspaper reporter talk to the ice cream? He was looking for the scoop.