

# FLASH MOB

**Written by** Steve Vai

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**Produced by** Steve Vai

**Recording date:**

July 24, 2014

**Recording location:**

Gideon Putnam Resort -  
Saratoga Springs, NY

**Recorded by**

Jon Connolly

**Engineered by**

Jon Connolly

**Mixed at**

The Harmony Hut -  
Encino, CA by Steve Vai  
Additional engineering by  
Greg Wurth

**Mastered at**

Audio Laundry Mastering Lab

## **Musicians:**

Steve Vai - Guitar

Philip Bynoe - Bass

Jeremy Colson - Drums

## **Guitar Tech:**

Thomas Nordegg

## **Vai Academy Guitar Army:**

James Abruzzese

Kirill Acosta

Jeff Ainsworth

Juan Arango

Russell Atkins

Ryan Baillie

Dallas Ball

Chris Barclay

William Beehler

Ricardo Ramos Benedetti

Eric Benkert

Aart Jan Bergshoeff





Hugo Blanchet  
Benjamin Bluestein  
Robert Bluestein  
Maxwell Boras  
Adam Bradley  
David Brazil  
Darren Brown  
Jake Brown  
Martin Brunnberg  
David Burke  
Walter Campos  
Ron Castia  
Brett Castle  
Anthony Cerillo  
Mike Charlebois  
David Cherry  
Christopher Cisneros  
Crystal Clark  
John Clark  
Ryan Clark  
Christin Cohen  
Nicole Cohen  
Ken Colerick  
Mario Consolo  
Brandon Cordes  
Thomas Core  
Joey Corso  
Joseph Corso  
Patrick Crowe  
Kevin Dallaire  
John D'Arcy  
Joseph DiBari  
Catherine Diebel  
Peter DiGregorio  
Zachary Dion  
William Donald  
Steven Edmunds  
David Eldredge  
Thomas Essig  
Mario Junior Fortin  
Augustine Gabriel



# SONG JUICE

When I was approached by Danny Heaps at Dreamcatcher Events to put together a guitar camp, it took some years before I came up with an idea that I thought was unique enough to pursue.

There are many excellent guitar camps these days but the idea of creating an annual camp that focused on various themes seemed to resonate with me.

Whenever I talk to aspiring musicians, there are a few burning questions that are usually on their mind, like: How do I find inspiration to write music? How do I find my unique voice on the instrument? How do I get my music recorded and into the world? And when that happens, how do I effectively promote it? How can I get on tour so I can become successful and live happily ever after?

My first response to these questions is usually: "You can live happily ever after starting right now without any of these things because happiness, peace and contentment are all states of mind, but having a career in the music industry can be a sweet icing on the cake."

So I decided to launch Vai Academy. It is one of my goals to someday create an educational curriculum that covers everything I have learned throughout my career, including technique, finding inspiration, music theory, the music business and much more in great detail, but for now I decided to create a condensed four-day intensive that dabbled with all of these burning questions.





# SONG JUICE

Luis Gomez  
Francisco Gonzalez  
Amy Grice  
Ross Grieb  
Jolie Griffin  
Andre Guimaraes  
Jeremy Harris  
Ruth Harry  
Kristen Hart  
Benjamin Hauser  
Zane Hawley  
Mick Hayes  
Maarten Heeringa  
Matthew Higgins  
Jake Hoffman  
Sylvie Houde  
Richard Hummel  
Kenichi Izumi  
Edwin Jacobellis  
Kelly Jenkins  
Owen Jones  
Randy Josleyn  
Efe Kizildoğu  
Haakong Kjeldsberg  
Jon Kjeldsberg  
Karoline Kjeldsberg  
Monica Kjeldsberg  
Mathias Köttner  
Sean Kyle  
Christian Labbe  
Alberto Lawant  
Victor Levy  
Paul Libby  
Stu Lippa  
Alberto Lombardi  
William Low  
Matthew Lunardo  
Brian Lyndaker  
Scott Mainwaring  
Mike Malatino  
Robert Marquis



So the first Vai Academy 2014 Song Evolution Camp was born. And it was certainly a wonderful experience. There were classes on finding inspiration for writing songs; classes on how to protect your intellectual property as a songwriter by starting your own publishing company and registering your songs; classes on publishing; and creative classes on creating music.

I had a riff I was kicking around for a while and at the camp I built the track with the band and then recorded our Vai Academy Guitar Army on it. While recording the tracks for this song there was classes on engineering by my good friend Jon Connolly from Digidesign from Digidesign. The plan was to mix the track on-site, but there was a lot of work that needed to be done and not enough time in the classes to mix and master the track so I took the track home and mixed it at the Harmony Hut, and voila!

The camp continued with classes on how to upload your music to various digital aggregates and make it available in every major digital store around the world. But even though your music may be available digitally, you may not sell even one download without some kind of a marketing plan, so we offered in-depth classes on building your own marketing plan and the importance of cultivating and promoting your brand.

We also offered classes that focused on some of the things that musicians should probably know about the music business and its constantly-evolving technology.





Filippo Martini  
Steve Maurice  
Ewan McCartney  
Tom McCollum  
Gregory McCourt  
Cannon McDonald  
Chris McDonald  
Louis Meijer  
Khoren Michaelyan  
Frank Middendorp  
Federico Miranda  
Chris Montes  
Guyle Morris  
Tyler Morris  
Sean Newton  
Roland Nichols  
Ed Ochtabiński  
Zachary Paquette  
Alfonso Peña  
Mike Pesta  
Anthony Poi  
Kyle Polhemus  
Pierpaolo Preceruti  
Chris Puckett  
George Rains  
Matthew Reynolds  
Cooper Robinson  
Michael Rodgers  
Stewart Rollinson  
Samuel Russell  
Cameron Ryan  
Paul Saferstein  
Robert Salsich  
Derek Sanders  
Anthony Sardina  
Anita Schifter  
Kevin Sciortino  
Patrick Searcy  
Angus Sites  
Tracy Smith  
Wade Snarr



# THE RECORDING

We had the main room set up as a giant recording studio and each of the 155 campers had a little practice amp, and we recorded this song with all 155 ambitious participants.

The idea for this song came to me when I saw a YouTube clip of a phenomenon that is known as a “Flash Mob.” This is when a group of people plan a performance in a large public place to an unsuspecting crowd. It starts with usually one person but then those who are part of the scheme slowly chime in until it reaches a full-on peak performance where the audience is surprised and delighted.

So I envisioned a group of percussionists mysteriously arriving in a crowded mall and pounding out some kind of repetitive, hypnotic beat. Then would come the slow introduction of a heavy guitar and bass-laden rhythm section setting up some kind of a riff that melds with the percussion. Then the slow introduction of an army of guitars playing some kind of anthemic and glorious melody, complete with solo sections, would introduce itself.

I heard the melody in my head being played by an army of guitar players, and I knew it would be special. I knew because there was that delicious feeling of deep enthusiasm for the idea.

So here it is — the very ambitious and successfully executed “Flash Mob.” Although there was not enough room to include solos from all the campers, there is some solo riffing in there from the group of folks that were bold enough to contribute.

I love this track. Its melody and the sonority of all those teaming guitars is what 6-string dreams are made of, but perhaps the most endearing and charming thing about this track to me is the guitar solos. They were so much fun to record, and to see these musicians doing what they can do is always uplifting to me. This is what comes out of the mind and off of the fingers of the myriad guitar players that are in the midst of finding themselves on the instrument.



The entire camp was a remarkable experience, and whenever I listen to this track it brings me right back to that collective environment and the dedicated and enthusiastic group of people that made up the campers and production team. I'm so glad we did this. Thanks to you all, really.

Enjoy,  
S



Tony Soluri  
Julian Soret  
David Souliere  
Julia Elisa Spangenberg  
Marcello Sperandeo  
Asep Stone  
Dan Stromland  
Jorge Sunol  
David S. Thomas  
Francisco Miguel Tomás  
Bill Totzke  
Erika Totzke  
Marc Tremblay  
Michael Tubb  
Sebastian Turowski  
Christian Twardzik  
Dexter Twardzik  
Christian Vegh  
John Vela  
Fariad Verheul  
Durrell Vigna  
Matthew Vigna  
Mark Visconti  
Jon Wands  
Christopher Warden  
Michael Welborn  
Svante Westlin  
Brandon Wildhaber  
Rob Winter  
Jacob Zamora  
Rhonda Zamora

**Vai Academy Personnel:**

Kristine Ashton-Magnuson -  
Ashton-Magnuson Media  
Debbie Beadle -  
Chime Interactive  
Bob Burwell -  
Vector Management  
Danny Heaps -  
Dreamcatcher Events



## ACADEMICS

**Management:** Vector Management

**Label:** Light Without Heat, Inc.

**Booking:** Randy Salcedo at CAA

**Production Management:** Pamela Dancy

**PDF Design:** Vincent Zandkuijl, [vincent@godutchdesign.nl](mailto:vincent@godutchdesign.nl)

**Photos by:** Nicole Cohen, Jason Henke, Michael Bloom

**Vai.com:** Jeroen Noordhuis

**Vai Social Media:** Andy Alt

**Legal:** Gerald F. Rosenblatt, Law Offices of Gerald F. Rosenblatt;  
Chris Corabi, Law Offices of Chris Corabi.

**Financial Management:** Staci Robley & Margaret Robley at R&R  
Business Management

**Steve used:** Ibanez Jem Guitars; Carvin Legacy Amps; Morley Bad  
Horsie Wah & Little Alligator Volume Pedals; DiMarzio Evolution  
Pickups, Ernie Ball Strings.  
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Jason Henke -  
Vector Management  
Billy Hulting -  
Dreamcatcher Events  
Jon Luini - Chime Interactive  
Laura McCulloch -  
Bridge Point Creative  
Fire Vai -  
Light Without Heat  
Courtney Walker -  
Dreamcatcher Events

**Vai Academy Special  
Guest Artists/Clinicians:**

Jeff "Skunk" Baxter  
Guthrie Govan  
Vernon Reid

**Vai Academy  
Guest Clinicians:**

John Briggs - Entertainment  
Industry Specialist,  
Wealth Management  
Consultant at US Bank  
Private Client Reserve  
Bob Burwell -  
Vector Management  
Jon Connolly -  
Digidesign, Engineer  
Chuck Fleckenstein -  
Still Working Music Group,  
Adjunct Professor -  
NYU Steinhardt  
Jon Romero -  
Vector Management  
Ruta Sepetys - New York  
Times Best-Selling Author,  
Artist Manager

