



News Release - FOR IMMEDIATE RELEASE

## **Bay Area Creative Director Releases Music CD Finding Harmony in Dual Creative Outlets**

*OAKLAND, Calif., April 15, 2005*

For the last year, the creative director at Oakland design studio **MUELLER design**, has kept time with both award-winning creative for his company's clients, and a new music CD from his band, **jump/cut**.

"I tend to lose myself in the creative process for long periods of time," said Kyle Mueller, founder of MUELLER design. "Our best creative solutions come from these periods of 'flow' and they allow us to explore new directions and solutions for our clients."

For more than three years now, Mueller has been working with his band, jump/cut, to explore new directions in music as well. In March the band released its first CD, the Alias Men, which has subsequently garnered great reviews (4.5 out of 5 stars - raves.com). MTV has snatched up licensing rights for their new series "trippin'" starring Cameron Diaz. The official CD release party will be held April 23, 2005 at The Jupiter in Berkeley California.

"It's very rewarding to complete a project like the Alias Men." said Mueller. "Being involved from all angles - song writing, drumming, editing and creating the art for the CD packaging - it's all very gratifying. It's the creative vision expressed through multiple mediums that makes the whole production very special to me."

There are many creative parallels between MUELLER design and jump/cut. "It's really just applying a similar creative process to different mediums. Start with the vision for a song or a company's identity. Then lose yourself in exploring variations and better ways of applying style, form and concept," said Mueller. "Once you are happy with the raw materials, you begin production and bring the tune or branding system to life. Rhythms, chord patterns and melodies are like typography, color pallets and imagery, Once these raw materials are decided on, it's just a matter of arranging them to suit your vision for the tune or the identity."

Both MUELLER design and jump/cut were born out of Mueller's desire to push boundaries and try new things. Mueller has been in the design industry for more than 11 years now and says exploring fresh approaches in design and music is what keeps him interested and what makes the end result successful. He also feels very lucky to be surrounded by talented people who bring so much enthusiasm and experience to the table at both the office and the music studio.

**MUELLER design** is an award-winning creative services studio that provides strategic branding solutions through Corporate Identity, Collateral and Web services. For more information, go to [www.muellerdesign.com](http://www.muellerdesign.com)

**Jump/cut** is a live jazz/electronica band with drums, bass, guitar synth, DJ and vibes. Jump/cut performs at local clubs such as The Jupiter, Bruno's, The Elbo Room and The Red Devil Lounge. For more information on jump/cut and their CD "the ALIAS MEN", go to [www.jumpcut.net](http://www.jumpcut.net)

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The following imagery is available in high-resolution format. Please contact us for requests.

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