

Created by: Edward F. Nesta

Larry Rosen - Interview

As they celebrate the 30th Anniversary of **GRP "The Digital Master Company,"** and the release of the album, [GRP 30: The Digital Master Company 30th Anniversary](#), Luxury Experience caught up with the dynamic and innovative co-founder of GRP, Larry Rosen. Larry Rosen, along with Dave Grusin, founded GRP in 1982 and over the next 30 years a Who's Who of musicians have been a part of their record label. Luxury Experience spoke to Larry Rosen about the past 30 years and the changes in the music industry. Larry Rosen, an engineer at heart, has been at the forefront of technology such as digital recordings and utilizing the Internet as a tool to advance music and artists, He co-founded the company N2K in 1995, one of the first Internet e-commerce and content companies, and a distribution pioneer who offered digital downloads through their online music store Music Boulevard.



Larry Rosen

LE

As GRP celebrates 30-years, what are some of the thoughts that are going through your mind?

LR

It has been an incredible experience for us. Never did we think where we would be down the line, but just discussing 30-years later, says something has gone well.

When we started GRP, the music was first, and concerning the sonic aspect, it was something we both wanted with every release, and as the recording engineer, I took on this responsibility.

LE

You started off as a jazz drummer; do you still find time to sit behind the drums?

LR

I have not played the drums in years. When we created GRP, there was no time for me to spend on the drums, so I reverted to doing the engineering, running the company, and managing the many projects that

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came across. To be a true musician you have to dedicate your life to the craft and practice every day, it cannot be a hobby. I really enjoyed the engineering aspect and the creation of a unique sound on every release.

LE

To say that you have embraced the Internet would be an understatement; especially your focus on using the Internet to connect music with customers, and being one of the first online mediums to offer digital downloads. So, do you feel that the digital media has opened the doors to musicians who may not have been able to make the "right" connections as in the past?

LR

So many aspects of digital media have changed the industry in so many ways. It has created more opportunities while also creating a very crowded field of musicians. There are no filters as in the past where there were formal intermediaries. For example, if you were signed to a label with contracted releases and concert dates, you were set-up to connect with the listening audience. Today, it is a hit and miss scenario, there are no formal intermediaries.

LE

How did the **JAZZ-ROOTS - A Larry Rosen Jazz Series** get started? What was the inspiration?

LR

The inspiration for JAZZ-ROOTS - A Larry Rosen Jazz Series came after GRP when I started the Internet Company N2K, which grew from my love of music, history, and exposing the listening audience to the history and people behind different genres. I wanted people to know the context behind music, so I worked with Ramsey Lewis to talk about the context and to help "educate" people about Jazz and the foundation of the sound.

I created the brand JAZZ-ROOTS to talk about the roots and "DNA" of music and how many of the roots of American music can be traced back to Africa. It all started in Miami and now I am doing JAZZ-ROOTS projects across the Country.

LE

What was the genesis behind the creation of a Jazz Vocal competition for female Jazz singers, and why the special nod to the great Sarah Vaughan?

LR

As an expansion of the JAZZ-ROOTS project, I was approached by the New Jersey Performing Arts Center (NJPAC) to honor Sarah Vaughan, who was born in New Jersey, by running a Female Jazz Vocalist competition. I used the Internet and worked with Indaba Music (IndabaMusic.com) to create a social media call for competitors to submit their music. The competition was a tremendous success and on October 21, 2012, we will select the winner from the five finalists, and I am working on getting the winner a recording contract.

LE

What is next for Larry Rosen?

LR

I am currently booking JAZZ-ROOTS shows for 2013 and 2014 across the country.

In addition, I have been working with Quincy Jones for the past 4-years on what will be a 7-part (1 hour per)

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History of Recorded Music TV series. I have interviewed hundreds of musicians on the connection of music culture and the history of American music. I believe we have around two more years of work before the project is complete.

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Larry Rosen and Dave Grusin

Read a review of [GRP 30: The Digital Master Company 30th Anniversary](#) in the [Music Scene](#) section.

To read more about **Larry Rosen** please visit his website at www.LarryRosen.com, and follow Larry Rosen on Facebook at: www.Facebook.com/Larry.Rosen.

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