

November 2013

From Brisbane to Airlie Beach to Germany and beyond, the world's the limit. Watch out here comes VASE! I know some of you might like to just keep it Australia's little secret, but come on, let's sing out our praises! Spread the word, share the love! We've taken to the roads, the high seas and will be going out over the airwaves in our quest to get the sound around.

Stay Tuned for Vase TV

An Announcement from our Leader:

In the next short period of time we will be debuting VASE TV!

"What is VASE TV?" you may ask. Well, we are in the process of setting up a video studio with two sets here at VASE HQ. One is a stage for live performances and demonstrations, and the other is a set for in-depth interviews. The interviews won't be totally based around VASE but more so the history of Australian Music. We hope to create a permanent record before it all gets lost forever.

John Willstead (Go-Betweens and many others) will be conducting a series of interviews with iconic Australian musicians. John himself (pictured right) is a treasure chest of history of Australian music and will bring a new exciting dynamic to this new VASE TV channel.

We will also have a plethora of very talented guitar and bass players from all music genres demonstrating a variety of instruments through VASE amplification. We have purchased two new HD Video Cameras just for this project. We'll keep you up to date on the progress on this exciting new development - VASE TV!

Stay tuned, Harry Lloyd-Williams

PS Thanks to Tony Giacca (<http://www.guitarnerd.com.au>) for putting together the VASE TV logo above.



European Reunion

You read the first instalment of the Josh Murphy story in the July Issue of VASE News. (http://www.vase.com.au/media/newsletters/vase201307_july2013.pdf). He was a young musician living in Berlin and making a name for himself around Europe with his band ME.

He was a long time VASE fan and user but his trusty Trendsetter had been left behind in Oz as she was getting on in years. She had been featured on eight albums and he missed her "warmth and clarity".

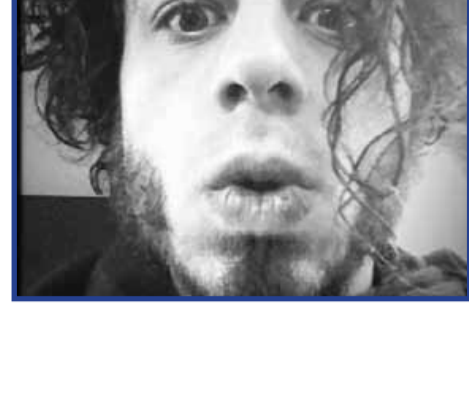
In the market for a new rig, a Trendsetter was Josh's first choice. Josh contacted VASE and we decided getting a new Trendsetter into Josh's hands was a good way to introduce this Australian icon to Germany and the rest of Europe.

He picked up the new rig from customs recently and has had a play with it. His reaction:

"Guys this is the best amp I've ever played!!! Seriously great stuff!!!"

He's promising photos and video clips soon. We'll be sure to pass those on.

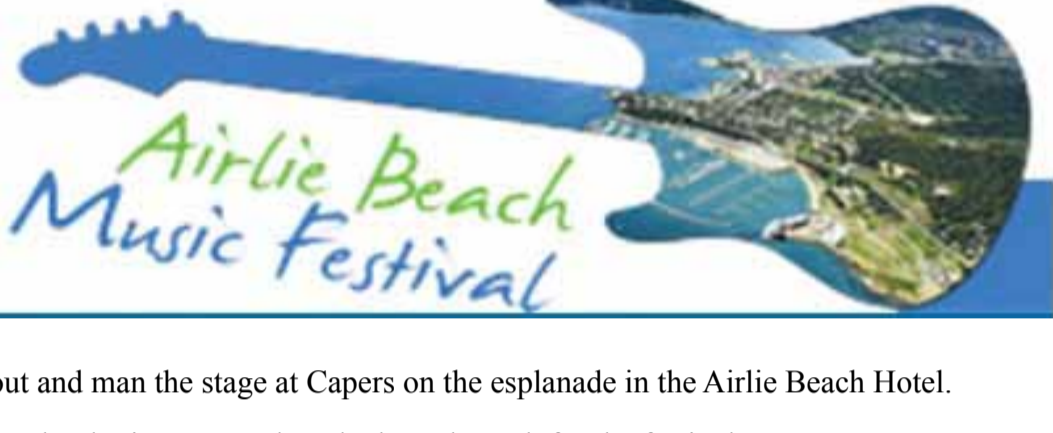
Here's Josh and the new rig:



"Guys this is the best amp I've ever played!!! Seriously great stuff!!!"

Road Trip

Elektrik Lemonade, the band featured in a recent VASE News had a dilemma: they were scheduled to play 4 shows at the inaugural Airlie Beach Music Festival and were booked to fly to the gig. This meant that they were unable to bring their new VASE gear with them. Hearing of their problem, Greg Tschernez offered a solution: he and Jason Roesler would bring the gear up in his van and use the trip to call in on some potential distributors/dealers along the way.



After contacting the festival organisers to arrange the delivery of the VASE gear to the venues, Greg had a further reason for going: the event needed production for one of the main stages on which Elektrik Lemonade were performing twice and they asked him to fit-out and man the stage at Capers on the esplanade in the Airlie Beach Hotel.

Greg and Jason set out with a van packed full of VASE and Acoustic Technologies gear and made the trek north for the festival.

Upon receiving the line-up for the stage that Greg was manning he was delighted to see that fellow VASE endorsee Mason Rack was to perform a set on the second morning. Mason woke Airlie Beach up in the way that only he can do! He had the place rocking!

Among the many bands to perform on the stage was the legendary Phil Emmanuel who actually performed twice. Phil was telling Greg how he used to play through VASE amps at times through his career and how he looks forward to coming down to VASE HQ to have a catch up and talk about where VASE is heading!

By all reports the Festival was a huge hit with the likes of Mason Rack, Diesel, Hoodoo Gurus, Mental as Anything, James Reyne, Kasey Chambers and Phil Emmanuel entertaining the thousands of attendees. In addition to Elektrik Lemonade, The Blue Ruins, King, Col Finley and Devil's Kiosk also entertained the crowds through VASE gear.

Mark your calendars for next year's Airlie Beach Music Festival 7th, 8th and 9th of November!

Here are some links to some of the groups:

- Elektrik Lemonade: www.facebook.com/ElektrikLemonade
- The Blue Ruins: www.facebook.com/theblueruins
- King: www.facebook.com/Kingtheband
- Col Finley: www.facebook.com/colfinleyofficial
- Devil's Kiosk: www.facebook.com/DevilsKiosk

Also the venue and festival Facebook links are below:

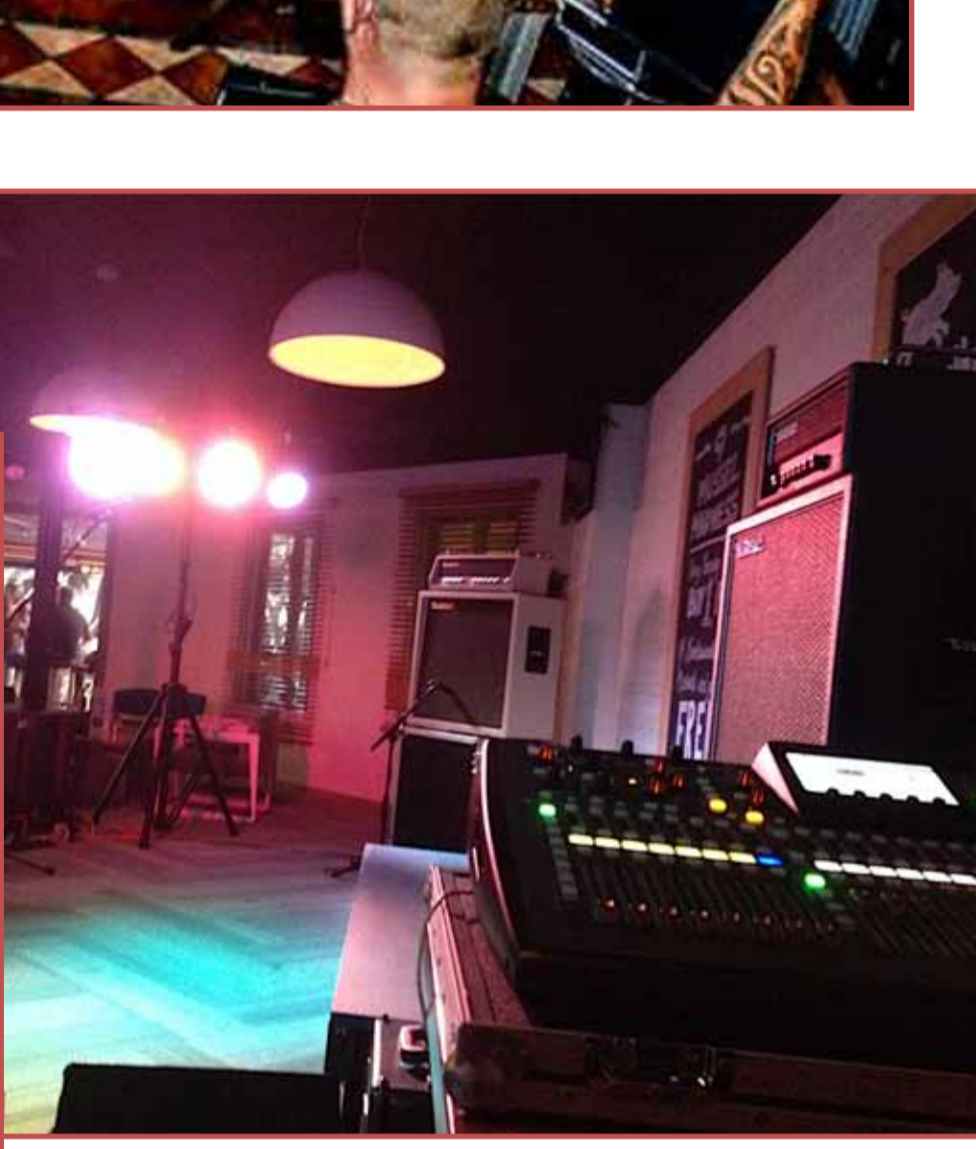
- Capers on the Esplanade: <https://www.facebook.com/pages/Capers-on-the-Esplanade/164073563793519?ref=ts&fref=ts>
- Airlie Beach Hotel: www.facebook.com/AirlieBeachHotel
- Airlie Beach Music Festival: www.facebook.com/AirlieBeachMusicFestival



Mason Rack spreads the love at the Airlie Beach Music Festival



Elektrik Lemonade's Jake, Phil Emmanuel and Greg Tschernez



VASE venue at Airlie

Another fortuitous outcome of the trip was the signing up of Steve McDonald from Airlie Beach Music Centre as a dealer for VASE.

Airlie Beach Music Centre is the largest musical equipment supplier, instrument retailer, and production and hire company in Airlie Beach and The Whitsundays. They pride themselves on top quality, service and teamwork.

AIRLIE BEACH MUSIC CENTRE

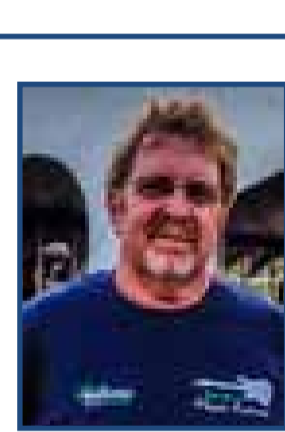


New Dealer

11 Commerce Close
Cannonvale Queensland 4802
Australia

Hours of operation:
Monday to Friday 10am - 6pm
Saturday 9am - 1pm
Sunday Closed

Phone: 07 49464433
Fax: 07 49466886
Mobile: 0418 797 039



Steve McDonald

VASE in Social Media

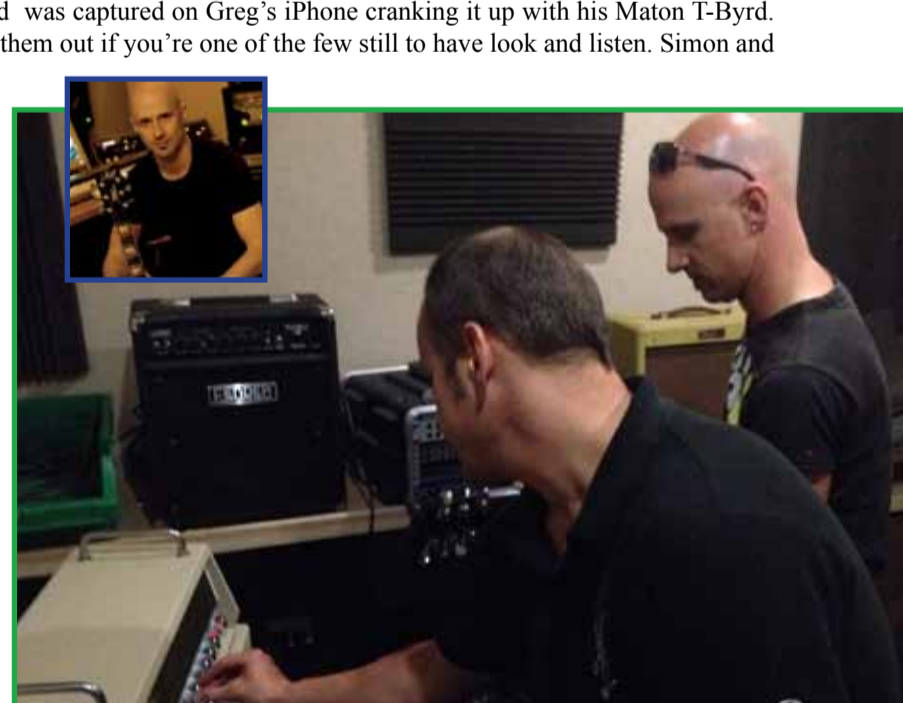
Creativity Well Managing Director and Principal Consultant, Paul Holland, has had significant experience in the private and public sectors as an executive manager, company director, educator, business coach, media producer, and interaction designer. He is a musician, VASE Board Member and keeps us up to date on Social Media.

Another exciting month on social media for us.

The month started with our own GT on the road and spending time with some of our great friends and supporters down south.

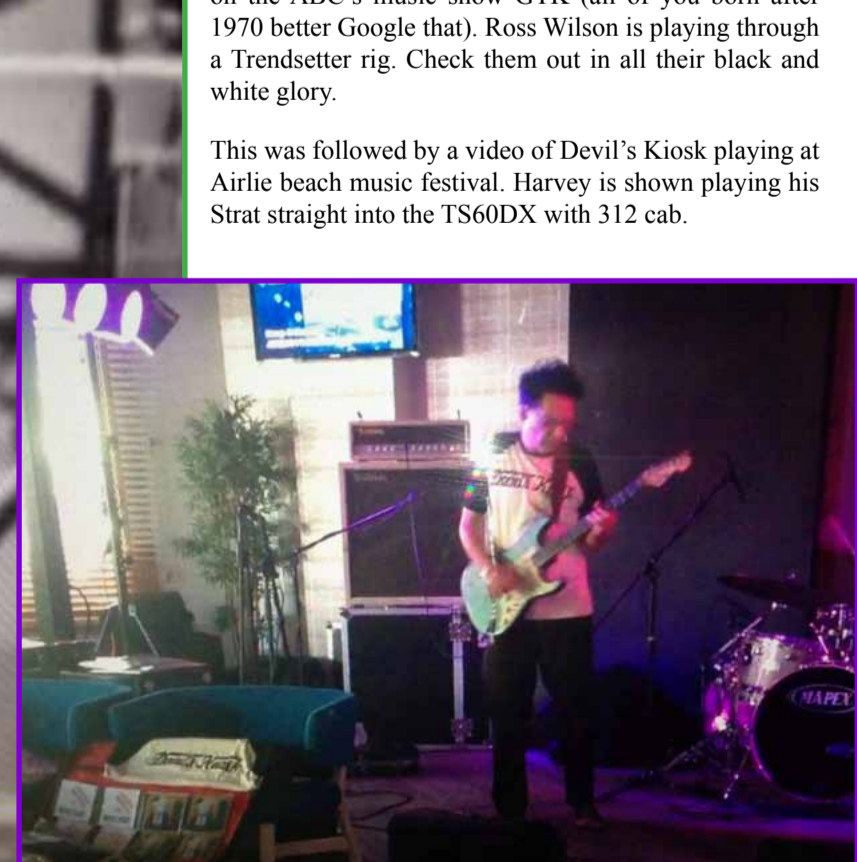
GT met guitarist Simon Hosford at the Maton guitar factory where Simon checked out our Trendsetter and was captured on Greg's iPhone cranking it up with his Maton T-Bird. Two great short vids each of which drew about two and half thousand views - an amazing response. Check them out if you're one of the few still to have look and listen. Simon and Anthony Knowles from Maton are pictured below right.

Also featured was a great pic of our mate Greg Trennery (see below) from Melbourne with his VASE collection. A great advertisement for the saying that too many VASE amps are never enough.



A couple of videos of the great Daddy Cool (left) playing on the ABC's music show GTK (all of you born after 1970 better Google that). Ross Wilson is playing through a Trendsetter rig. Check them out in all their black and white glory.

This was followed by a video of Devil's Kiosk playing at Airlie beach music festival. Harvey is shown playing his Strat straight into the TS60DX with 312 cab.



A great historic pic found its way onto the FB page of Brisbane band The Dominoes at Cloudland in 1961. In the band was Jerry Troughton, son of VASE founder Tony Troughton. Jerry is holding a guitar that Tony built in 1953 that's still in the family. We had some great comments from Jerry's son Tony and daughter Christine.

As a bit of icing on the cake, GT caught up with Phil Emmanuel who was mightily impressed with the new VASE gear. We'll certainly be seeing more of Phil.



"THE DOMINOES AT 'CLOUDLAND' 1961

BILL PERRODIE (SAX) JERRY TROUGHTON (LEAD GUITAR)
BOB DEAN (VOLTZ) (VOCALS) ALAN CAMBELL (DRUMS)
DEREK HARRIS (BASS GUITAR) NOTE THIS BASS WAS THE 1ST ELECTRIC BASS IN BRISBANE. MADE BY DEREK AND TONY TROUGHTON WHO INTRODUCED THE "VASE" RANGE OF AMPLIFIERS

Don't forget our Twitter feed. Please follow that if you get a chance. Elektrik is all about collaboration and conversation - and we want plenty of you on the page as well. When continuing great work from our own GT - Greg Tschernez - who keeps and eagle eye on our media channels. You'll find both Greg and me on the page as 'VASE'. When we remember we'll try and tag our posts and replies as either PH or GT - just so you know who you're talking to. If you ever see HLW be very afraid.

Don't forget, we're able to scan any old slides or negatives as well and return the originals to you. Just contact me at hollandp@bigpond.net.au or send them to: Paul Holland PO Box 2612 Chermiside Centre, Q 4032

I'll copy the pics and return to you. I'll also email you digital copies. Don't forget to check out our new, great, revamped VASE webpage at www.vase.com.au As I mention each month, we're still looking for your stories past and present that involve VASE amps.

The VASE Facebook page is: <http://www.facebook.com/pages/VASE/340145740765>

Follow us on Twitter at: <http://twitter.com/#!/vasecamps>

The VASE YouTube Channel is at <http://www.youtube.com/user/vasecamps>

Let us know your thoughts direct on FB and Twitter or at info@vase.com.au

Cheers

Paul



That's another month for us. Thanks for your interest and support. We'll be back next month with more updates and news.

Stay in touch, Carol

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