

# Art of Celebration

## NEW ENGLAND



INSPIRATION AND IDEAS  
FROM TOP EVENT PROFESSIONALS



# MURRAY HILL TALENT

CORY HARDING | PAUL NATALE | CORIN ASHLEY

When three good friends turned a midcentury ice cream cone factory into a state-of-the-art sound stage for rehearsal and recording, they transformed more than a building. They re-invented the traditional talent agency model by cutting out the proverbial middleman in favor of being true resources to party hosts and planners. To develop the right aural and visual vibe for the occasion, the musicians distill countless options into tailored recommendations—the best band, music, wardrobe, and so on—and will tweak the composition of existing bands or create new ones as needed.

The cofounders of Murray Hill Talent—Cory Harding, Paul Natale, and Corin Ashley—go way back, so they understand and embrace each other’s personalities and strengths. Before establishing their Massachusetts-based company, the musicians and songwriters worked as business professionals in the music industry and toured together as a band. At Murray Hill Talent, guitarist Cory, the company’s resident Berklee College of Music graduate, is responsible for developing relationships with bands and performers; singer Paul oversees internal operations and focuses on the DJ roster; and bassist-vocalist Corin heads up musical planning and creative conceptualization. These guys embody the concept of synergy.

Cory, Paul, and Corin have yet to meet a musical genre that doesn’t interest them. Sure, they have their favorites, but their company’s repertoire is insanely diverse—alternative to classical, Americana to Flamenco, Celtic, and Indian—which gives them infinite options for customizing each performance.

For a Hartford Hospital fundraising gala, we developed a ‘60s vintage soul theme from set list to wardrobe. Even though the venue wasn’t set up for dancing, our band Flipside’s music was so lively that people rushed the stage and danced anyway.



Photograph by Brian Ambrose



*Photograph by Murray Hill Talent*



*Photograph by Murray Hill Talent*



*Photograph by Murray Hill Talent*

"The right song at the right time can change a person's life."

—Cory Harding

Think about some of the best concerts you've attended. What likely made them special is how hard the performers were working in every precise moment; they weren't playing to an empty room, they were playing to a totally captivated crowd. An audience's positive energy profoundly impacts the artists, so listeners are indirectly participating in the process of creating music. We love being based in New England because it's a vibrant music scene and has incredible regional diversity, which allows us to explore all genres and perform in groups of all sizes. One of our more modern concept bands, Solstice, is a hybrid of musicians improvising over down-tempo beats that produces a fresh cosmopolitan ambience. There's no rewind button with live music, which is exactly what makes each event so interesting.



*Photograph by Murray Hill Talent*

views

Don't be afraid to try something new, because nobody ever got anywhere interesting by just following the leader. When you're thinking about the music for a special event, it's a good idea to consider not only raw talent but also experience, since the nature of live performances means that musicians often have to think on their toes.

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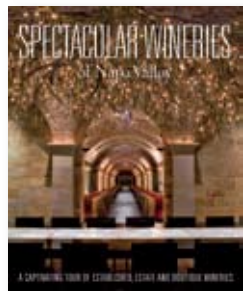
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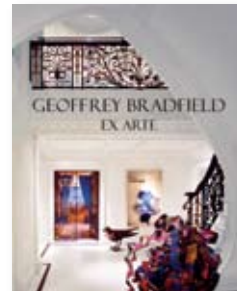
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