

atomisk
*records



**CASSETTE
BEAUTIFUL CALI-
FORNIA**

atomisk | honor roll

CASSETTE

"We Can't All Be Jimi Hendrix": The Story of Cas-
sette

Cassette was once a boy, then it was a man, and
now it is a band.

Boy: In the summer of 2005 University of Miami
music student Devin Smith writes and records over
seventy genre-crossing songs in his bedroom in San
Ramon, California. Half of these are released as
"Beautiful California", a handmade limited edition
album on Atomisk Records, the label Smith founded
with fellow U of Miami student Patrick Hart. In Sep-
tember Smith is asked to open for Awesome New
Republic, a Miami freak funk duo, and hastily as-
sembles a band to play the entire album live. "Cas-
sette is a band that will be performing only one time
– ever," say flyers for the show. "This is the only
chance you will ever get to see this art performed
live."

Man: Smith graduates from the University of Miami
and goes to work for Honor Roll, Inc., a Miami mu-
sic production house run by Nick Scapa and J. Read
Fasse. By this point an instrumental track from "Beau-
tiful California" has appeared in a Visa commercial
and Atomisk Records has released sixteen limited-
run albums, many of them solo projects by Smith in
styles ranging from IDM to indie pop to electroclash
to avant/noise. Honor Roll offers to re-release "Beau-

tiful California" in the spring of 2007 with a na-
tional press campaign and an Exciting United States
Tour, and Devin accepts. It looks like Cassette will
perform again after all.

Band: Smith recruits University of Miami music school
graduates Richard Hargett (drums), Rajan Purcell
(bass), Patrick Hart (keys), and Matt Gajewski (gui-
tar) for the new, more permanent Cassette. Hargett
and Purcell are jazz majors who played together in
Miami/LA bands Naked Face and Owl Blood, Hart is
a Nashville-born composer who scores films and TV
ads and plays drums in Miami punk rock band The
Dead Hookers' Bridge Club, and Gajewski is a Mad-
ison, Wisconsin native who plays in Atomisk
labelmate van*gloria and produces a radio drama
called Pure Imagination, which features original sto-
ries set to music by Smith.

The Future: Cassette will tour in March of 2007,
bringing odd time signatures, sun-soaked melodies,
and lyrics about ladybugs to the masses. Check your
local listings for the Ultra-Fantastic Cassette Experi-
ence nearest you.*

*Musicians and night-club proprietors live compli-
cated lives; it's advisable to call ahead to confirm
engagements (a helpful hint from The New Yorker).

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