

BONFIRE RECORDS

FOUR PAST CITY ALUM BAND TOGETHER TO FORM THEIR OWN RECORD LABEL. CALLED BONFIRE RECORDS. THEY PLAN TO DELIVER CONTENT FOR THE MASSES.

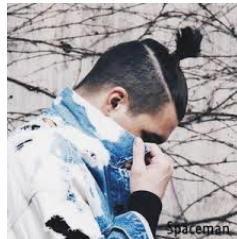


ART BY AJ BOULAND



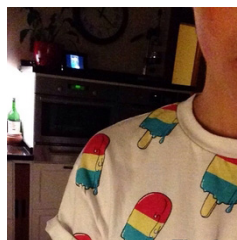
SCHIER

A City alum, Kole Butler, or Schier, is a legend on campus. One of the founder's of Bonfire Records, Schier is their first recording artist. His beats are revolutionary and his electronic productions will change the way you listen.



SPACEMAN

A rapper based out of Cedar Rapids, Iowa, Spaceman is both fluent in lyrics and dance, with his music videos receiving thousands of views on Youtube. His style is one you will remember.



TIM SERIN

A native of Turkey, Serin spends his time producing house music, an electronic, dancing beat typically played at clubs. At 16, Serin's tracks are ages ahead of him.

By Jonas Geerdes

Edgar Thornton wakes up every morning and begins his classes at Harvard University. At the end of each day, he skypes four friends all located in Iowa City. Thornton is one of the four co-founding members of Bonfire Records. He acts as CEO of the business: a business he helps manage 1,000 miles away.

"It's not actually that hard," Thornton explained. "A lot of the communication we do isn't physical. We're not a store, we're a record company."

Thornton communicates with the other co-founders, City High alum Calvin Windschitl, Kole Butler, and Quinn Hostager via the Internet. The idea came from a text Hostager sent to Thornton. After that Thornton contacted Windschitl and Butler to see if they were interested in joining the label.

"At first I was joking, saying that Kole and I were planning to start a label anyway," Windschitl said.

Windschitl, who acts as the marketing director for Bonfire Records, said that it evolved into something entirely.

"It was the perfect situation," Windschitl said. "We all had our own unique skillset to make a balanced skillset."

The company formed in early 2015 spring, signing Butler or "Schier" as their first artist.

"We needed to put a face on our label," Windschitl explained. "And then we immediately thought of Schier, and we attached his music to the label."

Butler said that the next step was a logical one.

"We started to reach out to more artists," Butler said. "It's a hard process to find new artists that take us seriously. You have to look the part and act like you know what you're

doing. And it's really hard doing that through an email or a skype."

Windschitl, who also works as one of main recruiters, explains they look for artists through their soundcloud, searching for sound that will be the next big thing. As of now, Bonfire Records's artists experiment with trap, electronic, and house genres. Windschitl explains that the label just wants to find a quality sound.

"We just want to find good artists who have a passion for what they're doing. We want artists who love music and love making it," Windschitl said. "That really appeals to anyone. Rap, Blue, R&B etc. We just love quality content."

After picking up Schier, the label contacted several artists including Tim Serin, who later joined the team as one of their main content creators. Serin is a 16-year old house music maker who hails from Turkey. He splits his time between there and the UK.

"They contacted me one day and said they liked the sound of the music," Serin said. "They offered me a contract and the rest was history."

Serin said he agreed to the contract because he was excited for the opportunity and experience. Windschitl added that Serin had a lot of talent for his age.

"He is just full of potential and is overall a great artist," Windschitl commented on Serin. "There is a lot of talent for a kid his age." Serin explained that he liked working with the label as well.

"They're very understanding," Serin said. "They're flexible with their release dates and they are good guys in general." The label explains that they want to work with their artists and help them grow into the industry.

"Our goal is to help establish our artists in the music industry," Butler explained. "We want them to grow along with their." With a Soundcloud following of over 900 users, the group continues to accel rapidly. Windschitl believes that as the artists continue to grow so will the company.

"It's a big and hard industry to get into," Windschitl said. "Right now we're just trying to make a presence and get our foot in the door."