

EAST MEETS WEST IN MADISON: CHINESE SOPRANO POP STAR RUHAN JIA AND NEW YORK BASED ROCK BAND, EDISUN WILL PERFORM TO PROMOTE CROSS-CULTURAL COLLABORATION, MUSICAL ARTISTRY, AND INNOVATIVE TECHNOLOGY.

A Madison Wisconsin Story

Edisun front man, Ethan Isaac grew up in Madison, attending James Madison Memorial High School. While in high school, his first recording was with **Butch Vig** (producer of nirvana sonic youth smashing pumpkins, and foo fighters) at the legendary Smart Studios. Playing in various bands on the Madison music scene he often played at the once popular clubs **O'caz Corral** and **Club de Wash**. He later moved his band, Wooden, that formed in Madison Wisconsin, to NYC. They were to get involved in a much larger music market, playing clubs like CBGB's, Irving Plaza, The Continental, and the like. After years of success in the New York music scene, with his band, Wooden, Ethan found himself in the west village, NYC, on September 11th watching the attack on the Trade Towers. *Heeding* the word to evacuate the NYC area, Ethan managed to escape in his truck, while moving barricades, and maneuvering through chaotic, NYC law enforced streets.... eventually he made his way to the parkway, *where he reached his cabin in the Catskills*. Moved by the incredible effects, and magnitude of the tragedy, Ethan *wrote* a song called "Into the Sunlight" which *lyrically* reflects his experiences on 9/11. This would change his music career dramatically. His story, and song gets national press. *And is discovered by the U.S. Armed Forces Entertainment Division (AFE)*. Ethan then forms a new band, Edisun. And thus, begins the journey of entertaining American service men, and women in more than 20 countries worldwide for over six years. *Extensively touring Iraq, and Afghanistan*. In 2011 Edisun released their debut record on EMI, *and then tirelessly toured the United States, playing with major acts*. "Medicate" the bands first single, goes top 50 on the active rock charts and becomes a hit on Madison's WJJO 94.1. They have returned home to their roots often, *playing the Taste of Madison, WJJO Band Camp, The Annex, and the High Noon Saloon*. *Edisun has also been featured regularly on the nationally syndicated Dan Patrick Show*. *In addition, Edisun has received great press in the Rolling Stone, the Wall Street Journal, Charles Gibson world news tonight, the New York Post, and Billboard, to name a few*. Edisun, is now preparing to release another album in 2013, and embark on a nation wide tour. Included on their tour will be a historic performance, via a-Peer Synergy platform's U.S. partner, musicchina.com, at the prestigious landmark venue "The Majestic" on June 21, 2013. The show will also featuring 2009 Soprano of the Year, Ruhan Jia. Ruhan has accomplished more in her mid-twenties than most artists do during their entire careers. Ruhan's musical training began early – learning the piano at the age of four, and at age six, started studying classical, jazz and Chinese folk dance. When Ruhan was nine, she began her training in Chinese Opera. The following year, Ruhan studied vocal singing at the Chinese Conservatory of Music, and majored in Bel-Canto, at the Shanghai Conservatory of Music. She now holds a "Bachelor of Arts" degree in Bel-Canto from the Shanghai Conservatory of Music.

Ruhan has performed frequently at the Shanghai Center of Drama in many popular and successful theatrical plays, musicals and recitals. She has also performed in Hong-Kong, as well as in most major Chinese cities. She can be seen as "Nana" in the Shanghai Movie Factory tele-film "Sentinel Under the Neon Light."

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In February 2007, Ruhan was chosen by the French musical theater group, “Le Theatre du Chatelet” in Paris, to play and sing a variety of characters in the French-Chinese co-production of “Monkey: Journey to the West,” a Chinese rock-opera composed by Damon Albarn (Blur, Gorillaz). Jamie Hewlett designed the set and costumes. The opera was staged by director Chen Shi-Zheng.

Ruhan recorded several songs with Damon Albarn in London for the album “Monkey: Journey to the West” in February 2008. While in Shanghai the following month, she recorded the theme song for the 2008 Beijing Olympic Games, which was composed by Tan Dun.

Ruhan went on to record the music and video clip, “BBC Olympic Theme Song for Beijing 2008,” which was composed by Damon Albarn and Jamie Hewlett, for the BBC in London. She can be seen and heard in the video film, “Monkey Bee,” which was filmed in London and released in late 2008, and produced by Jamie Hewlett.

In May 2009, Ruhan won First Prize at the *18th Discovery International Festival*. And she won the Second Prize for Bel-Canto at the *Llangollen International Music Festival*, which was held in Welsh, United Kingdom in July of the same year.

The young talented US producer, Christopher Tin, discovered Ruhan’s talent through the Internet. In July 2009, Christopher invited Ruhan to participate in the recording of his album, “Calling All Dawns.” The album received two awards at the 2011 Grammy Awards Ceremony for: 1) “Best Classical Crossover Album,” and 2) “Best Instrumental Arrangement.”

Ruhan signed a recording deal with Shanghai Synergy Culture & Entertainment Group (SSCEG) in January 2011, and a worldwide artist management deal with a-Peer Synergy Shanghai Culture & Technology Co., Ltd.

At the time of these signings, SSCEG established a new production series called, “Earth’s Music,” which will consist of ten albums. The “Earth’s Music” project is part of China’s 12th Five Year National Economic Development Plan. The goal is to release these productions in the worldwide market.

The “Earth’s Music” project also coincided with the opening of the new China Music Industry Park – Shanghai, which will provide studio and production resources for the music industry projects.

In July 2011, Ruhan traveled to Stockholm to record the album, “Time to Grow,” which would be the first album for the “Earth’s Music” series. “Time to Grow” is a joint effort between numerous experts and talent from Sweden, China, Taiwan, Australia, US, UK and the Faroe Islands. The production team from The Kennel in Sweden designed and developed the Western compositional components of this production. The writers for this album include the famous Swedish pianist, Robert Wells. The production mixing is led by well-known mixing engineer,

Bernard Lohr (Mamma Mia, Aqua, Celine Dion, Bill Crawford, Ace of Base, Britney Spear, Westlife, Backstreet Boys, Il Divo).

“Time to Grow” contains 12 tracks: ten in Chinese and two in English. The album’s music genre is classical crossover/pop/world, allowing Ruhan to brilliantly demonstrate her wide vocal range, skills and her Chinese folk music interpretation, which are emotion evoking, immensely respected, and widely recognized on multiple continents. The album has released for international market in late 2011.

During MIDEM 2012 Ruhan was featured at a press conference in China Pavilion, where she was one of the first Chinese artists to be actively promoted by the national Chinese government to international audiences. Ruhan performed three songs from her album “Time To Grow,” which is being released in Europe and North American respectively by Silva Screen Records. Ruhan’s performance at MIDEM superbly showcased her singing talent and wide vocal range and captivated the audience.

On the heels of her performance at MIDEM, in March 2012 Ruhan went to Bangkok, Thailand to perform selections from her “Time to Grow” album at the 2nd Asia-Pacific Climate Change Adaptation Forum. Her songs of hope and love helped the conference increase climate the awareness people around the world.

The next stop, also in March 2012 was to South Africa to recorded the Chinese version of INTERPOL’s “Proud to Be” single for the global anti-fake medicine campaign. Ruhan recorded the song with South Africa’s Yvonne Chaka Chaka, Brazil’s Loalwa Braz (world-wide hit song "The Lambada"), Chimène Badi (French singer who sold more than 2.5 million albums), and The Soweto Gospel Choir (two-time Grammy-award winning group). Ruhan is proud that her songs and performances can inspire people around the world improving their lives and environment.

In May 2012 she was in Moscow, Russia to participate in rASiA.com’s music Festival promoting the best of modern Asian culture, which featured music and performers from Japan, China, Korea and as well as other countries of South East Asia. Ruhan’s talent and vocal ability has totally captured the hearts of the Russian audience.

This historic June 21, 2013 performance at the Majestic, from Madison Wisconsin, featuring rockers Edisun from the U.S.A, and the very talented Ruhan Jia from China will have the doors opening for the event at 7:00PM, and the show will start at 8:00PM, all CST.

The purpose of the June 21 event in Madison is to showcase the live performance broadcasting technology, of a-Peer Synergy, and implemented by Yahara Software. The concert will stream on the Internet, and mobile networks locally. All video and film will be professionally done, and a documentary-like video will be produced. This film will also be streamed in greater main land China.

In October, the technology will be moved to Shanghai, and a reunion concert of sorts will happen. Reuniting Edisun with Ruhan Jia.

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