

SoHa Is Music to the Ears of Red Pill Entertainment



by Tim Fox, Neosho Street

From the outside, the storefront at 4710 Hampton is unassuming, even modest. But step inside and you will enter a world of sound—the world of Red Pill Entertainment.

Named after the “red pill” in the classic children’s book, *Alice in Wonderland*, that leads to truth and knowledge (as opposed to the “blue pill,” that leads deeper down the fantasy world of the rabbit hole), Red Pill Studios is a “record label outfit” for bands and singer/songwriters from the St. Louis area and across the country.

“We record all kinds of music, from hip hop to classical,” says Red Pill co-owner, Jacob Detering. But while Red Pill Studios is new to SoHa, it is not new to St. Louis. Detering and his business partner, Lauren Markow, previously ran the studio from a location near Virginia and I-55.

So what attracted them to SoHa? Detering says part of the draw was proximity to his home in the 5700 block of Nottingham, but another attraction was that the building had a second floor that could be used to house out-of-town musicians as they completed their work. However, the building wasn’t move-in ready for a recording studio.

“We demolished the first floor and rebuilt it from scratch, including double-partition walls to keep the outside sound out and the inside sound in,” Detering says. “We also ran all new electric throughout the building, and made a lot of renovations to the living space on the second floor.”

A visit to Red Pill’s website (redpillonline.com) conveys the depth and breadth of the label’s clientele, from Portland, Oregon rockers City Squirrel to New England singer-songwriter Amy Petty and Colorado veteran musician John McVey.

Detering adds that St. Louis is a great environment for budding local talent.

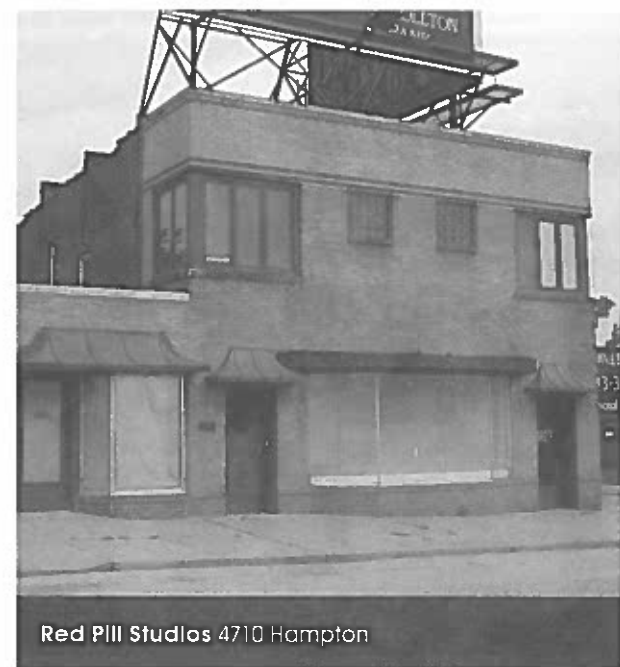
A big benefit to St. Louis is independent radio station KDHX (88.1 FM).

“Radio is still the primary outlet for our artists, thanks to KDHX,” Detering says. An additional benefit of the St. Louis region is the active club scene, from the Broadway Oyster Bar and the Old Rock House downtown, to bigger venues, like The Pageant, on the Delmar Loop, and the spectacular Fox Theatre in the Midtown area.

Technically, Red Pill Studios has a large format mixing console, ProTools HD and two-inch/24 track recording capability. “We specialize in analogue recording,” adds Detering.

But at the end of the day, Red Pill is about the heart its artists put into their music more than the technical specifications.

“SoHa provides a wonderfully diverse community close to many amenities for our artists to enjoy while they are working here,” says Detering. “We are looking forward to bringing music to SoHa for a long time to come.”



Red Pill Studios 4710 Hampton