

The Playroom Academy of Music – “Parent Friendly, Kid Cool”

Retail launch this month!

By Kirsten Gordon

After playing with his band, Charity Case, at 200 shows in order to send chronically disabled and terminally ill children and their families to Walt Disney World, Eddie Z is launching a new venture—a music academy for kids. Being a part of the Charlotte-based party band that raised \$670,000 for the Ace & TJ’s Grin Kids charity was a rewarding experience for the music producer and gui-



tarist, but now he looks forward to helping other children fulfill their musical dreams in a music academy he is opening in January in Baxter Village near his home in Tega Cay.

Eddie, who was the band’s Guitarist, Music Director and Business Manager, shared the bill with Bon Jovi, Train, The Red Hot Chili Peppers, No Doubt, The Outlaws, The Wallflowers, LL Cool J, Joan Jett, Bret Michaels from Poison, and others. “It has been the most amazing experience and we feel blessed to have touched so many people’s lives. All of our children are getting older and our families need us more than ever. We have exceeded all of our dreams, done things many said were impossible and ultimately, by the time it’s all said and done, we will have raised a great deal of money for children and their families that really needed the help,” said Eddie Z, explaining the band’s decision to sunset.

Born and raised in New York City, Eddie has been a professional musician since 1985. Eddie’s first exposure to Rock & Roll came at an early age, listening to his older brother’s band rehearsing in their parents’ basement. Eddie got his first guitar in high school, and within three years he found himself out on the road with Baretta Red, a top forty cover band.

He then joined an all-original metal band that went on to sign a recording contract with Metal Blade Records. It was during these recording sessions that Eddie found his affinity for engineering and producing. After everyone would leave the studio for the day, Eddie would sneak back in and rework the tracks himself.



Since that experience, Eddie has engineered, produced, or played on more than 500 recording projects. Eddie also owns and operates The Playroom, a full service recording and rehearsal studio, opened in 1994.

A guitarist, bassist and mandolin player, Eddie’s clients have included 3 Doors Down, Jewel, Aaliyah, Buck Cherry, Kathy Matea, drummer Jim Brock and Smithereens sideman Jamie Hoover. He has also worked in various technical support roles for live shows with Kenny G, Phil Collins, Harry Connick Jr., Meatloaf, Metallica, Pantera, Smashing Pumpkins and Blues Traveler.

Wanting to create a music school ‘like no other’, Eddie will utilize a patent pending teaching method designed to ensure that students get the most out of their lessons and practice time. “Our method targets lesson retention in a whole new light,” Z says. “The lesson is presented to the student by a teaching professional. The entire lesson is recorded digitally and then stored in an on-

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the past lessons, they wish. It ties the instrument to the student, and the lesson to the home computer. We incorporate current technology with the personal approach of one on one lessons. It’s interactive, effective learning at its best.”

“We are dedicated to offering easy to understand lessons that will provide students with proficient musical knowledge using a method that students of all ages can appreciate and benefit from”, Eddie says. “Lessons will be offered (in January) in all traditional band and orchestral instruments along with guitar, bass, vocals, piano, drums, mandolin and banjo. We will also offer classes in Music Production, Audio Engineering, and Computer based recording”, he adds.

Along with offering music and production lessons, The Playroom Academy of Music is offering a selection of instruments, materials covering all musical



needs, and gifts. The retail arm of the Academy is opening in December, so get your children’s Christmas presents from Eddie.

The academy will offer one on one instruction in semesters lasting three months at a rate of \$140.00/ month. Students that meet their goals will be invited to participate in quarterly recitals. Group lessons and ensembles will also be available. Summer Music “camps”, Preschool music programs, and after school programs are also planned.

