

MEDIA RELEASE**For immediate release**

Teacher by day, hip-hop artist by night

Chris Lambert aka Chris Bass, is regarded by many as one of Adelaide's old school hip-hop legends making music and performing in the city of churches since the early 1990s. Chris has been giving back to the industry as a lecturer of audio at SAE Creative Media Institute for the past two decades; nurturing the next generation of audio and musical talent.

"Music is everything to me - it's part of my job at SAE to teach people how to create music, and when I'm not doing that, I'm making music at home, or with friends who are also in the industry," Chris enthused.

At the age of 13 and still at high school, Chris started making music, jamming with friends and playing at parties. After leaving school in 1990, he went over to the US.

"The New Orleans Jazz and Heritage Festival fired up my creative energy". Inspired by acts like The Meters and Manny Fresh he started a funk band called Capital F and a hip-hop crew called 9th Circle.

"Capital F, had the good fortune to be included on a Warner Music compilation album and got the opportunity to record music with Eddie Piller, the Head of Acid Jazz Records."

Since 2010, Chris has been part of hip-hop band Decades, with the group recently releasing the 45 vinyl single, Pen Hits the Pad on the label Seven Sails.

Away from hip-hop music, Chris has been exploring new music and new sounds through his masters degree.

"I'm making space music. In my masters project I'm exploring how it has manifested in different genres of popular music and so I've been creating cosmic jazz, flying saucer rockabilly, space lounge, and psychedelic space rock.

"My research lens reaches back to the 1950s, because that's when electronic music really started to manifest, so you have all these possibilities for sonic representations of outer space, and that's the focus of my study. It's not about space imagery or even the lyrics, it's actually about the sonic aspects of audio and music."



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With over 50 releases as a musician, producer and lyricist during the course of his career, Chris said that his greatest achievement to date is in the impact he's had by sharing his knowledge.

"In terms of industry impact, training two decades of audio engineers is a major contribution that I'm immensely proud of.

"It's really satisfying watching a light bulb moment where you can see a student thinking about the endless musical possibilities available to them from a new idea or skill you've provided."

"Students really appreciate the experience I've had in the industry. It generates a new level of interest and respect, and until students respect what you do, learning can't take place."

Over the years Chris has taught many students who have gone on to great things including Emma Sainsbury (Eluize), who's based in Berlin and produces house and techno music - receiving over ten thousand monthly listeners on Spotify.

"With Emma, I could tell from the start that she was going to go far because she had everything going for her. She was really attentive in class, and I could see her taking in every idea and formulating them in her own way."

"I've also had students that have gone off into different fields like Anthony Frith - who directed *Lessons from a Middle Class Artist*, which was featured on ABC.

"When it comes down to it, anybody that improves their skill level by the end of their time with me is a success in my eyes. Sometimes it could be simply that they left SAE as a more confident person, which will still help them apply themselves in their chosen career."

For those who are just starting out and want to learn how to make music, Chris shared some valuable tips from his lifetime of experiences in the industry.

"Don't mimic your inspirations - be confident in using your own voice and ideas. Listen to different styles of music, because sometimes an artist's music will take you on a journey and show you something totally new you hadn't even thought of. Music is like the universe - it's infinite."

SAE Creative Media Institute understands creators, and provides students through teachers like Chris with the experience, skills, equipment and connections to succeed in the industry. Find out more at sae.edu.au.

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Imagery : Portrait of Chris, performing as Chris Bass, and at SAE)



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About SAE

SAE Creative Media Institute is the place for creatives and innovators. Since 1976 we've been the leaders in creative media education across animation, audio, creative industries, design, film, games, web and mobile. Every year, we support more than 10,000 students globally to develop the skills and experience needed to carve successful careers. Students enjoy access to the latest technology and are taught by industry-experienced faculty, while putting their skills to the test in small class environments. Our graduates become part of a highly-respected global community of creatives that's been around for over 40 years. We pride ourselves on being technically explorative, transformative and brave through our range of creative media programs, from short courses and professional training through to bachelor and postgraduate degrees. In Australia, our programs are delivered at campuses in Sydney, Brisbane, Byron Bay, Melbourne, Perth and Adelaide. SAE is a part of Navitas Pty Ltd. More information about SAE is available at sae.edu.au.

About Navitas

Navitas is a proud Australian company that pioneered an innovative university partnership model of education in Perth in 1994. Its entities have delivered education programs across the country since 1976. Further information about Navitas Pty Ltd is available at navitas.com.



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