

Digital *Pro* Sound

News

Face the Music's Tony Shimkin Composes Title Music for VH-1's "Driven"

Techno-flavored score debuts with second flight of "Driven" episodes this summer

Page 1 of 1



NEW YORK (Jul. 23, 2002) – Face the Music's Tony Shimkin recently composed original main title music for "Driven," the popular VH-1 series exploring the career paths of the icons of popular music. Shimkin's hip, techno-flavored score is an integral part of VH-1's rebranding of the show aimed at keeping it at the edge of pop culture. The new music will

debut with the second flight of "Driven" episodes this summer. The series premiered in January. Adam Joseph was executive producer on the project for Face the Music.

Appropriately, Shimkin describes his track as "driven." The all-electronic piece has an insistent rhythm, builds to a dramatic conclusion and evokes a contemporary style complimentary to work of the artists profiled in the show. "The music embodies an emotional journey that mirrors the struggle the artists undertook that led them to dramatic success," said Shimkin. [an error occurred while processing this directive] Shimkin was a natural choice for the project, bringing sterling credentials as a composer in the recording, broadcast and advertising industries. His credits as a songwriter include chart-topping hits for Madonna, Taylor Dayne, Cathy Dennis and Junior Vasquez. He has also worked on multi-platinum recordings and remixes for Madonna, Whitney Houston, Mariah Carey, Janet Jackson, Prince and Paul McCartney. His background includes several other projects for VH-1, among them the recent special VH1 Divas Las Vegas.