

Industry Profile: Jordan Verzar. Manages the boutique agency **Top Shelf**.

Top Shelf is an artistically orientated music company working as an alternative to the mainstream. It was established by Jordan Verzar 6 years ago and currently handles a diverse roster of local and international music with a focus on acoustic, fusion, world music and live electronica. Jordan organizes a range of activities including music programming, tour promoting and artist management.

Jordan's motto: *"If I see or hear something I like I just have to share it"*.

Born: Melbourne, moved to Sydney when he was 2, then to America when he was 5 and then back to Australia for his final years of schooling where he has lived ever since.

Previously: Jordan started managing and promoting bands as a young man in local inner city Sydney venues such as Max's at Petersham (for the Celibate Rifles) and the Bridge Hotel in Rozelle where he organized his first gig with 5 bands for \$5. These were successful and the snowball effect was his approach to organising his own gigs rather than trying to go out and get them in what he described as, "the alternative music scene bubbling underneath the surface in Sydney". His first international act was at the Harbourside Brasserie with Terrence McKenna, an ethno botanist and specialist in psychotropic plants doing a spoken word type performance with a group called Pavo Christatus, a two-girl electronica act. He went on to run the booking agency at the Harbourside Brasserie where he was introduced to the Necks, Jackie Orzasky and a whole range of other musicians including Coda, Freudian Trip and Iota. In 1998 he started working with the FourPlay String Quartet and experienced his first real success as the group took off under his management and promotion.

Current: Acts include Kaki King (NYC), www.kakiking.com/mediaplayer, Léo (France) and Jim Woodring, <http://www.jimwoodring.com>

Management: For a full list see URL below.

URL: <http://www.topshelf.com.au> (*website currently construction*)

Written by Damian Castaldi, Loop Issue#1