



>> At a time when recording studios come and go in the span of a pop song, EMAC Recording Studios is a bit of a wonder. It has somehow survived – and even thrived – in London for over 30 years.

EMAC Recording Studios

By Stuart A. Thompson

EMAC president Rob Nation credits the studio's enduring success to a mix of business savvy and professional engineering. "It's what we do, and we're good at it," he said.

EMAC was good enough for The Cranberries' Dolores O'Riordan, who recorded her latest album there. Christopher Plummer also stopped by for some voiceover work on Pixar's film *Up*.

Nation and co-founder Joe Vaughan graduated from Fanshawe College in the late 1970s, just as one of Canada's most vibrant Punk and New Wave music scenes starting forming in London. "It was a scene that was on par with Toronto and any other major centre. When a band came through town, the venues were packed," Nation said.

Since the opportunity was ripe, the two rented out a large space in the downtown core and started attracting local and traveling bands. By the mid-1980s, the business model shifted to include advertising. The emphasis on recording music and commer-

cial would change every year depending on the ebb and flow of each industry. "We've never over-extended ourselves. We did things within our means," Nation explained.

Fast forward to today, where many London venues have shut down, bands are strained and the industry itself has changed. "Home recording has increased in leaps and bounds from the '70s and '80s. You can do a lot more yourself," Nation said. "But the people that come here want to be above that."

Some musicians come to EMAC to add on to tracks they recorded at home. "The magic happens in the studio. Different things come out of the recording session that you wouldn't get by recording yourself at home. If you have a bunch of talented people working together, you're going to get something better out of it."

While he's technically the company president, Nation remains hands-on, preferring to be called a producer or engineer. In the end, this could be the real secret of EMAC's success. "It's really the craftsperson and the artist behind the tools that matters," he said. "That's the reason people come here."

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What: EMAC Recording Studios
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