

Local News

MUSIC BUSINESS

Living in a Perfect World

Luceros add big sound, big plans to local arts scene

BY JON POMPIA

THE PUEBLO CHIEFTAIN

While still in high school, he was an in-demand drummer who toured the country with national recording artists.

He's produced and recorded with big names in some of the finest studios, from Nashville, Tenn., to Los Angeles.

For his work with legendary producer Quincy Jones, he earned a Grammy award.

But the pull of Pueblo trumped it all for Carl Lucero.

Four years ago, Lucero and his wife Melinda, also a Pueblo native, returned from Southern California to be nearer to family and raise their two sons in a close-knit community.

Impressed with the artistic movement here, the Luceros jumped at the chance to be a part of it, in a way that would make the most of Carl's extensive musical experience and connections within the industry.

And so, after looking at numerous properties, they settled on a vacant building at the corner of C and Main streets that, among other things, served as home to a low-rider wheel shop.

Two years ago, with encouragement from the Small Business Development Center and Pueblo Arts Alliance, the couple kicked off an extensive renovation from the ground up, eventually transforming the run-down structure into an eye-catching building that houses a world-class recording facility known as Perfect World Recording Studio.

The renovation project and facility — which boasts only state-of-the-art equipment, software and acoustical treatment — represents a monumental investment of time, money and faith.

"We believe in Pueblo," said Melinda. "And we believe Pueblo is going in the right direction creatively. We knew we had something to offer and that we could help the community."

While professional level recording work is a hub of the business — "we can do a project here and it can be ready for the radio the next day," Carl said — the Luceros' vision extends far beyond that.

"This was designed to be an educational training center for the community," he continued.



CHIEFTAIN PHOTO/CHRIS MCLEAN

Carl Lucero works at his Perfect World Recording Studio sound board.

"With all the network we built in L.A., Nashville and New York, we can bring in professionals to do training classes, clinics, courses and seminars."

Also in the works is a music academy, ala "School of Rock," in which audition winners will form a group and learn the ins and outs of the industry, culminating with a live showcase and recorded product.

And a courtyard adjacent to the studio will be affixed with a stage to host local and touring bands, including colleagues from throughout the nation.

Currently in the studio recording a full-length album is local traditional country group Overton Road, with Lucero behind the drum kit as well as the console.

It's a project that has everyone involved amped with anticipatory excitement.

"This will be the studio's first A-quality

project," Lucero said. "It's all original and it is amazing. We believe this music is just as good as any country stuff that's on the radio now."

"And it's going to be really good for Pueblo because we're going to promote this around the world."

Even "home studio" projects can be mixed and mastered at Perfect World for a professional sheen that can transform average into spectacular.

"I'm telling you, if you run your project through a Harrison console, it will never be the same," Lucero said. "You don't even have to touch an EQ or a preamp, just the sound of that console. The soundtrack of every major motion picture you go to is mixed on that console."

Pueblo, the Luceros said, is on its way to becoming a vital arts-centered destination, and the studio venture is but one cog in the machine

to make that happen. "This can be the spot for people who are maybe between Nashville and L.A.," Melinda Lucero said of Pueblo. "They can come here and record and get the same quality."

For more detailed information, visit perfectworldmusic.com.
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