



Time Capsule Brokerage

723 Seventh Avenue, NYC 10019
(212) 840-7870

First established in 1982, the Time Capsule is an unique recording studio time brokerage and production coordination service. Typically, a prospective studio time customer calls the service to arrange for a booking. The client is asked a series of questions concerning scheduling, budgetary, personnel, location, space, technical and mechanical requirements. Then, with the assistance of a computerized office system, Time Capsule will compile a selection of facilities, personnel (technical and musical), scheduling and price that meet the stated requirements. After the client makes the appropriate choices, the brokerage takes over and coordinates all session-related activities. A Time Capsule Associate Broker also visits the studio at every booked session before the client arrives to make sure everything is correct. Additionally, Time Capsule has recently added a new Budget Tracking System. This fully computerized system first estimates the cost of a project and then provides a daily accounting of actual expenditures, broken down into several categories. It is important to note that all of this is done at no charge to the client and is covered by studio commissions.



Time Capsule was originally the brain-child of its founder and president Kip Kaplan. Through his teens he played in rock bands in the Philadelphia area and graduated from Penn State with a degree in composition in 1972. He then worked for a short time as an arranger for the Gamble-Huff Organization. Kip remembers, "That was after Cameo-Parkway had closed and there was no White music scene in Philadelphia ...The lead guitar player from my Penn State Band was a guy named Dave Whitman, who got himself a job at Electric Lady Studios. He said you got to come up...so in '73 I came to New York." Kip then joined the touring company of "Hair" until 1975 when he decided to stay in New York

and accepted a position as sales manager for National Lampoon Recording Studio. Kip notes, "It got me hooked. I never left the studio world from that time on." Kip next moved to Premier Studios for two years and on April 1, 1979 accepted a position as Studio Manager for Right Track Recording. Kip remembers, "Instead of expanding on 24th Street, through one of my client contacts, we found the space on 48th Street...and in January 1980, opened the largest control room in New York for music recording...In May of 1980, what was considered the worst of the slump, we had eleven out of the top 100 dance records in the Billboard Charts out of Right Track Recording." In 1981, having never given up his desire to be an artist, Kip left his position at Right Track to pursue a recording career and signed a record deal with SWS Records. When the career eventually did not work out, Kip set up Time Capsule in 1982. His first client was Rick Derringer. Soon thereafter Kip was offered and accepted a position at Electric Lady Studios. Meanwhile, Kip had met and hired Christian Dalbavie to take over the operation of Time Capsule.



Christian Dalbavie grew up in France and in 1979 met Bob Krasnow, who convinced him that if he came to the U.S. he should move to New York. A year later he arrived in New York and remembers, "What I did is that first I went to the Institute of Audio Research...and tried to look for a job. I started in studios here as an apprentice and began at Sound Ideas." When Sound Ideas was eventually sold, Christian began working on a freelance basis as an assistant engineer, with various engineers he had met. Christian then left the business for a short time in the summer of '82 "I took a little break from the business...went up to Woodstock and worked for Albert Grossman as manager of his French restaurant." Dalbavie then returned to New York, met Kip Kaplan, and began working on Time Capsule toward the end of 1982.

In 1983, Kip left Electric Lady and decided to work fulltime with Christian building Time Capsule. They moved into offices at The Music Farm and in 1984 hired Valerie Goodman, who Kip had met when she was working for The New Music Seminar. Kip notes, "She was a natural candidate because she had been dealing with a large cross section of our industry." He continues, "By the time she came in, we had developed a complete system...a system of client profiling matched against studio profiling, with confirmation forms for clients to sign. At this point our studio roster was over eighty studios and our client roster was over 250."

In 1985 Time Capsule moved into their present offices at 723 Seventh Avenue and by then had already worked for over 400 clients with over \$1 million in sales to their credit. In late March, Nile Rodgers Productions approached Time Capsule as a potential client looking to establish a relationship with a studio. Kip goes on, "From the day that we helped Nile Rodgers sign his agreement with Skyline, Time Capsule has gone through the roof...We did over \$860,000 of studio time in the year 1985 alone...and we've increased our staff by two. We took on the former studio manager of Park South Studios, Steve Rosen and Bob Gordon, former A&R staff from Geffen Records...and as of January 20th, we will formerly open the London office of Time Capsule...Linda Rushent will be managing that for us out of the Checkmount Management offices of Mick Rossi." Kip goes on to point out that all Time Capsule computer linking is done through one central mainframe called American Pacific Broadcasting in Hawaii. That operation is run by Sverre Sundman, who once owned SWS Records to which Kip Kaplan had been signed as an artist in 1981.