

David Della Santa Turns Up Volume In Bay Area

SAN FRANCISCO, October 24, 2008, --- Composer/sound designer David Della Santa has returned to his native San Francisco to launch Volume Music + Sound. He had been in New York where he worked with [tonefarmer](#).

Della Santa's notable work includes Tylenol's "In Concert" for Deutsch, New York, Gatorade's "X Factor" out of [Element 79 Partners](#), Chicago, Boost Mobile's "RIP" via [Berlin Cameron](#), New York, Violence Policy Center's "Bullet Factory" for Lunar Fish, San Francisco, and Discovery Channel's "Shark Week" promo out of Bayles Cronin, Atlanta.

"I got my start while talking music with a couple guys at a party eleven years ago," Della Santa recalled. "I didn't know it, but they were creatives at [McCann](#) San Francisco." Two weeks later, McCann producer Gary Krieg called with a job. That spot won a New York Festivals Award, and Della Santa began putting his stamp on ad work. He maintained his own company, Rebar Sound, in San Francisco until "the dot bomb." A move to New York, and [tonefarmer](#), followed.

"New York was a great place to work and an important piece of the puzzle when it comes to understanding the advertising industry as a whole," the composer reflected.

Della Santa described Volume Music + Sound as "a small, personal San Francisco company with a New York way of composing/producing. We have a NY approach in that we deliver several options and ideas. At the same time, we are small and personal in that our clients can give creative direction directly to the composers who will be writing their tracks. We understand what you are talking about even when you don't," he related.

With AICP, SAG, AFM, and ASCAP affiliations, Volume is also home to two frequent collaborators: composers/producers Dan Miller and Joe Gore. Both have their roots playing with bands and artists—Miller with They Might Be Giants, and Gore with the likes of Tom Waits, Courtney Love, Tracy Chapman, and Primus.

Flexing his creative muscles beyond the ad world, Della Santa has recorded with his New York-based band, Machines Kill Music, an indie rock ensemble with an electro edge, for which he writes the music, plays keyboards, and provides vocals. The band's music is available on iTunes and MySpace. He enjoys that experience, but prefers his gig at Volume Music + Sound. "How else could I get paid to rock with out being stuck on the back of a bus with five smelly dudes for months at a time?" he wondered. "And I'm too shy for groupies."

