

**STREAMLINE**

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Primary Genre: Rock  
Secondary Genre: Pop  
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## Artist Information

### Instrumentation

Mike Hogan- vocals, guitar  
Brian Ireland – drums, vocals  
Jon Scholl- keyboards, vocals  
John Viavattine- bass

### Biography

**stream · line** (strēm'lin') – 1. To construct or design in a form that offers the least resistance to fluid flow. 2. To improve the appearance or efficiency of.

Since its inception, Streamline has been more than the average rock band. Their philosophy is simple and effective, make music that is relevant to everyone. The goal of the group is to establish a profound, intimate, symbiotic relationship with their listeners and develop a community connected through music. Their aim is to create a sound that is truly demographic-less, multigenerational and all-appealing. The band's honesty and integrity set them apart from other contemporary artists and is undoubtedly part of the reason their music seems to resonate so deeply in listeners.

Streamline began when singer/guitarist Mike Hogan and keyboardist Jon Scholl endeavored upon a new project with heaps of passion and heads full of big ideas. The sound was further refined with the addition of bass prodigy John Viavattine, whose unique playing

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style gave the group's songs new life. But it wasn't until veteran drummer Brian Ireland (Something Corporate) signed on to the project that the band really felt complete. With its newly formed line-up, the band hit the studio to lay down a demo for a meeting with Sony Records. The result was a completed version of the song 'All I Need' which sparked a great deal of industry interest and international buzz as it went on to become the most played song on Myspace for five days, remaining in the top 10 for several weeks following. By this point it became evident that this band was something worth paying attention to.

Currently, the band is in the process of completing recordings to support their upcoming live performances. They are excited to create an environment for anyone who is interested in an undivided connection between artist and listener. In addition, the group would like to encourage their listeners to become involved in the project in any way they feel comfortable, whether it be having an extensive conversation with band members or just coming to a show, feel free to become a part of this community.

## Website

[www.streamlineworld.com](http://www.streamlineworld.com)

## Radio Play

WBER-FM 90.5 Rochester, NY  
WGSU- FM 89.3 Geneseo College  
WICB-FM 91.7 Ithaca College  
WVIC-FM 105.9 Ithaca, NY  
WUMF-FM 100.1 University of Maine in Farmington  
<http://www.RadioFreeTunes.com> Internet Radio  
[www.purevolume.com/streamlineny](http://www.purevolume.com/streamlineny) Internet Radio  
[www.Groundwaves.com](http://www.Groundwaves.com) Internet Radio

## Various College Performance Praise

### **Mercyhurst College**

"Mercyhurst College loves having Streamline perform. The band always brings in a large crowd with people singing and dancing."

- Laura Hearn, SAC Chair, Mercyhurst College, Erie, PA

"Streamline is truly a one-of-a-kind band. The members love to perform and really care about their music, and those qualities can be seen on stage. The songs are great and have a great rhythm and simply amazing lyrics."

-Jessica Lamb, Student Government, SAC member, Student Ambassador, Mercyhurst College, Erie, PA

### **St. John Fisher College**

"St. John Fisher's First Annual Teddi Battle of the Bands held on November 13, 2004 was an enormous success, due in part to this year's winner. The winner of this year's battle, Streamline, brought the audience to their feet in applause. All of the members of Streamline are extremely talented and the Dance for Love Committee and the rest of the Fisher campus look forward to seeing their performance at this year's dance on February 19, 2005. We would also like to thank the band for their contributions to our cause! We appreciate everything that you do."

-Sarah Zalewski, Chair, Dance for Love 2005, St John Fisher College, Rochester, NY

## Quotes/Reviews

“Streamline is, by far, one of the most talented bands to come out of Rochester. And unlike so many of the other ‘great’ bands in Rochester, they actually play original music”

– Tÿ, On-Air Personality/ Public Service Director, WZNE The Zone

“You don’t see young talent like this very often. Refreshing!”

- Brian LaReau, Sound Technician, Penny Arcade/ Ten Ugly Men ‘04, Rochester, NY

“A sweet blend of acoustic and electric original songs.”

– Randy Peck, Sound/Light Engineer, Steel Music Hall, Rochester, NY

“Working with Streamline has been an absolute delight. Every aspect of the performance went smoothly, and the crowd they brought was terrific.”

– Peggy Jerzak, Manager, California Brew Haus, Rochester, NY

“...beautiful, outstanding, very unique, sounds awesome. What a voice! I love it.”

– Carlson & McKenzie, On-Air Personalities, WDPH, Poughkeepsie, NY

“[Mike Hogan] plays beyond his years. Great command of guitar and voice.”

– Steve Hagedorn, IOTA Club, Washington, DC

“Could really see the mood change as he [Mike Hogan] drew the crowd in.”

- Jeff Williams, Matt’s Village Pub, Richmond, VA

“We’re definitely going to be name dropping in a few years.”

– Matt Dawson, Private Party, Warren, VT

“Melodious and mellow. But it's the edgy urgency in singer Mike Hogan's voice and subtle horsepower under the hood that reveals a band that, though acoustically rooted and pleasant, can get down when the time is right and the going gets rockin'. "Like John Mayer with balls," to quote the late, great UnkleRog. And well, that's good enough for me.”

- Frank De Blase, City Newspaper, Rochester, NY, March 1, 2006

“Like John Mayer with balls...”

- Uncle Rog, WCMF 96.5 FM, Rochester, NY