

OTHER TALENTS OF THE ULMA GROUP

FROM SHADOW TO LIGHT. A HOBBY MADE INTO A RECORD



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IBAN YANIZ
ULMA PACKAGING

“I VERY MUCH ENJOYED THE WHOLE PROCESS OF CREATING THE ALBUM. THE MUSIC AND EVEN MORE PLAYING AN INSTRUMENT, IT HAS A HUGE THERAPEUTIC AND RECREATIONAL POWER”.

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Iban Yaniz has worked in the Communication area of ULMA Packaging for 22 years, but in addition to working at ULMA, he has several hobbies in which he excels. One of them is music.

Although many in his work environment were unaware of this facet, he is a veteran musician who began playing the guitar at the age of 17 in the shadow of various local groups. After several appearances in short-lived cover bands, always in the field of classic rock and blues, he became a finalist in the San Sebastián city demo contest. After years of self-training as a musician, guitarist and sound technician, he decided to bring to light a selection of songs that he had saved for a long time, hence the title of the album *Itzaletik argira* (from shadow to light) represented on the evocative cover of the disc, in which a figure emerges from a dark and misty forest into a blinding light.

It is a self-produced work, which the musician has recorded in his own home studio for the past 3 years. It showcases 10 of his own compositions in which slow songs and acoustic instruments predominate in a melodic, nostalgic and dense atmosphere, with Basque lyrics speaking to us about human beings, their experiences,

desires, feelings and frustrations. *“Music has always been a hobby for me, but three years ago, seeing how other soloists began to release self-produced albums, I decided to release my own. I decided to focus on a quiet acoustic style (alternative rock - folk). I used some recordings made some time ago and added new compositions to make up the 10 songs on the album. After working on them, writing them, recording them, mixing them, etc. this album was released”*, Iban tells us.

For the creation of this album, he saw the need to add several acoustic instruments that were consistent with the style of the album, such as the mandolin and the dobro (resonating guitar), characteristic instruments of American folk. He learned to play them and included them together with acoustic guitar, electric guitar, bass, piano, and drums.

He has put this work together without haste, with a lot of dedication and a lot of care. It is a very elaborate album, with a great wealth of arrangements.

Iban is skilled with instruments, so creating music has not been difficult for him. He also manages recordings and technical matters, mixing, mastering etc ... very well.

Writing lyrics for the songs took him the longest, although he confesses to feeling positively surprised with the result.

“Publishing an album is always a challenge, but I enjoyed it and learned a lot in the process. It has been a good form of escape. Music, and even more so playing an instrument, offers enormous therapeutic and power and escapism”, this native of Oñati tells us.

He has published a video clip, also created by him... *“you have to make yourself known today on social networks. It is difficult for music to spread by itself, so you have to accompany it with images to capture interest. It is a modest video, recorded at home, but I don't think it has not turned out too badly”*, says Yaniz.

Iban's album is enjoying an extraordinarily positive reception among specialized critics and among the audience. The CD is available for sale in the Elkar stores and in Oñati at the Aranburu paint store; it can also be listened to on digital platforms (Spotify ...).

