



Students at the Institute of Production and Recording (IPR) recently received a holiday treat when leading rap mogul T.I., who is nominated for four Grammy Awards this year, visited the school. The multi-platinum recording artist met with IPR's entertainment professionals of tomorrow to shed light on a number of topics pertaining to the music industry.

While speaking in an intimate setting at the school's Robinson Hall, T.I. engaged in a Q & A with the Institute's Artist Relations Coordinator, Brian "Champtown" Harmon and IPR students that mirrored the realities of the music and entertainment business, current trends in the industry and the importance of taking an entrepreneurial stance in today's entertainment world, using himself as a prime example. He also discussed how he built his career in the music world and his responsibilities in being a CEO heading his own record label.

"Having T.I. visit us at IPR was an awesome experience," said IPR student Aaron Bjorge. "T.I. was very candid in his answers and provided a lot of insight and knowledge about the music industry."

"Being able to interact and be in the same room as the number one artist in the world is not something that many students get the chance to do," said IPR student Soren Gauche. "I felt truly inspired by T.I.'s presence and encouraged by his personal experience in the music business."

"At IPR we strive for excellence in everything we do," said IPR Co-Founder Lance Sabin. "We are very honored that T.I. visited our school to share his professional and personal experiences within the music industry. It was an amazing chance for students to learn firsthand how to succeed in a competitive business from one of its top achievers."

Sabin added: "T.I.'s visit is a perfect example of IPR's commitment to keeping it real and current so our students can be exposed to timely real-life information about what's happening

right now from the people that make it happen.”

Upon finishing his meeting at IPR, several students and IPR’s Artist Relations Coordinator, Brian “Champtown” Harmon accompanied TI on a surprise visit to the local Boys & Girls Clubs of the Twin Cities, West Side Branch in St. Paul to help bring good tidings to the organization and speak to more than one hundred and fifty kids of all ages.

Integrating a liberal arts education with business and technical training experts, The Institute of Production & Recording provides a learning environment that reflects today’s evolving entertainment industry. Its classrooms invite active discussions, creative problem solving, and presents an open forum for the exchange of new methods and ideas. Encouraging and recognizing achievement, IPR assists its students and colleagues in reaching goals and promotes self-directed learning to advance emerging careers in the music, multi-media production and audio recording business. IPR is based in Minneapolis, MN. For further information, visit www.ipr.edu.