



TAKE IT BEYOND THE CONCERT HALL

with From the Top Alums
Kevin Olusola & Mike Thurber

YOUTUBE: A POWERFUL TOOL FOR THE 21ST CENTURY



Mike Thurber is a Bassist/Composer/Director who lives in New York City. He performed on *From the Top* Shows [125](#), [142](#), and [303](#).

A CREATIVE GROUP OF FRIENDS

After graduating from Juilliard, Mike Thurber stayed in NYC as a freelancing bassist and composer. His work led to friendships with the city's up-and-coming talent. Mike met audio engineer Matt McCorkle while recording his own compositions, and was introduced to video expert Joe Sabia while performing in Thompson Square Park. The three began collaborating on unique video projects, which led to the founding of [CDZA](#): a group dedicated to creating musical video experiments to share on [YouTube](#).

MAKING MUSIC VIRAL

CDZA has reached an audience of 1.5 million views in less than a year! The musicians involved are all friends, and represent the "next generation" of musical performance. CDZA's videos range from live performance experiences to current social topics – check out some of our favorites!

▶ [The Human Jukebox](#) (featuring fellow From the Top alum Charles Yang!)

▶ [An Abridged History of Western Music in 16 Genres](#)

Outside of CDZA, Mike has an active teaching and performing career – [visit his website](#) to learn more!



Kevin Olusola is a Cellist/Saxophonist/Beatboxer who lives in Los Angeles, California. He performed on *From the Top* Show [144](#) and on [Episode 4](#) of the PBS series *From the Top at Carnegie Hall*.

YOUTUBE BREAKTHROUGH

Kevin Olusola has always enjoyed both classical music and hip hop, and loves bringing the two together in fun and creative ways. Wanting to share this with a wider audience, Kevin uploaded [a video](#) of Mark Summer's "Julie-O" for solo cello, to which he added beat-boxing; it became an instant YouTube sensation!

OVERNIGHT POP STAR

Kevin's YouTube fame caught the attention of a group of singers preparing to compete on [NBC's The Sing-Off](#): a show that features a cappella groups from across the country. Looking for a "rhythm" section to complete the group, they thought Kevin's beat-boxing fit the bill. The group named themselves [Pentatonix](#), and walked home with the grand prize! They have since signed a record label with Sony, and their YouTube videos each have an average of over 1 million views! They are best known for their covers of popular songs – here are two that we love!

▶ [Somebody That I Used To Know](#)

▶ [Payphone](#)

Kevin was also featured on the [Today Show](#), where he talked about his musical journey up to now. Check out his [YouTube channel](#) to see more of his video performances.