

## Vernon "Ice" Black

### BIO

### INTRODUCTION

An accomplished guitarist and vocalist, Vernon Black spent most of the past 20 years touring, recording and film tracking with music legends like Stevie Wonder, Herbie Hancock, Whitney Houston, Aretha Franklin, Chakka Kahn and Lionel Richie. More recently, he's performed and recorded with contemporary artists including Ashanti, Mariah Carey, India Aire, Busta Rhymes and Celine Dion. His work can be heard in films like "The Bodyguard," "License to Kill," and "Beverly Hills Cop II;" in advertising jingles for Jaguar, Chevrolet, Toyota, Nissan, Mattel and Levi's; and in songs and sound effects on video games for Sony Play Station, Nintendo, Sega and EA Sports (Electronic Arts). And at the Jimi Hendrix Festival at Bumbershoot Stadium in Seattle Washington he was the co-music director and opened the show with the legendary "Experience" (Jimi Hendrix's original band) - Mitch Mitchell (drums) and Noel Redding (bass).

Vernon is also a producer, composer and music director. Credits include; The Spice Girls (music director), Regina Belle (composer), Phillip Bailey (composer), Lenny Williams (composer, producer) and his 1st solo record "Sneak Previews" (composer, producer) {guest artists including Herbie Hancock, Steve Smith, Tom Coster, Phillip Bailey} and for multiple artists on his "Ice Black Productions" production company / independent record label.

Also an innovator of musical instrument design, Vernon designs his own electric guitars. He is the co-designer of the MP2 digital guitar preamp, which won the award for best guitar processor of 1993. He also received an award from the DVD Association for co-designing the DVD on CD (multi layered enhanced cd) in 2000.

In the year 2004, Vernon took a break from the "guitarist for hire" market to create a situation that would allow him to pursue and develop his own producing and writing career as well as being a solo artist. Equally so, he was motivated to create a place that gave artists a more fair and friendly (artist based business) environment. This led to the creation of his production company / independent record label "Ice Black Productions".