

ELECTRONIC PRESS KIT

Alfred Lowell

A South Florida singer-songwriter creating honest music rooted in quiet observation, resilience, and stories found in everyday life.

 Retired 3rd-Gen Firefighter





The Artist's Journey

Moving from the frontlines of urban rescue back to the acoustic guitar,
capturing the stories that often go unnoticed.



| Background & Roots



The Frontline Chapter

Alfred Lowell spent decades serving in one of the country's busiest urban fire departments as a retired third-generation firefighter. This life on the frontlines built a foundation of quiet resilience, intense empathy, and deep observation that directly fuels his songwriting today.

The Guitar Chapter

Returning to the guitar, Al unlocked a new chapter in life. Rather than looking for fast hooks, he found himself writing to capture the details that go unseen. Warm acoustic textures, raw vocals, and honest live recordings are the heart of his creative space.

His Story, His Brand

A Narrative of Service and Artistry

Al's unique narrative as a retired first responder bridges two worlds. The bravery, quiet strength, and heavy moments of emergency service transition effortlessly into evocative, cinematic folk music.

This brand is authentic, grounded, and visual resonating directly with licensing supervisors looking for songs with deep emotional roots.



| Core Musical Pillars



Atmosphere

Creating acoustic textures that settle into the spaces between moments, offering warmth and space for reflection.



Authenticity

Honest performances captured in real-time. AI values emotional reality over complex, digital studio editing.



Cinematic

Slow-burning, evocative tracks that set a mood and deepen the scenes in television and film storytelling.





“ I don't write songs to escape life. I write them
to notice it.

— Alfred Lowell



Catalog Licensing Highlights

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Signature Focus Releases

"Current and Stillness," "Presence," and "Feet in It"

100%

Organic Acoustic Build

Preserving natural guitar and voice performance

GB

GarageBand Workflow

Streamlined to focus purely on performance details



Simple & Clean Workflow



Performance-First Methodology

Rather than laying down click-tracks and digital drums, AI records live performances. This process maintains a natural dialogue between voice and acoustic guitar.



Uncluttered Tracking (GarageBand)

Settled into a focused GarageBand workspace that lets the technology sit in the background. The music sounds relaxed, genuine, and dynamic.



Ready for Sync (Clean Stems)

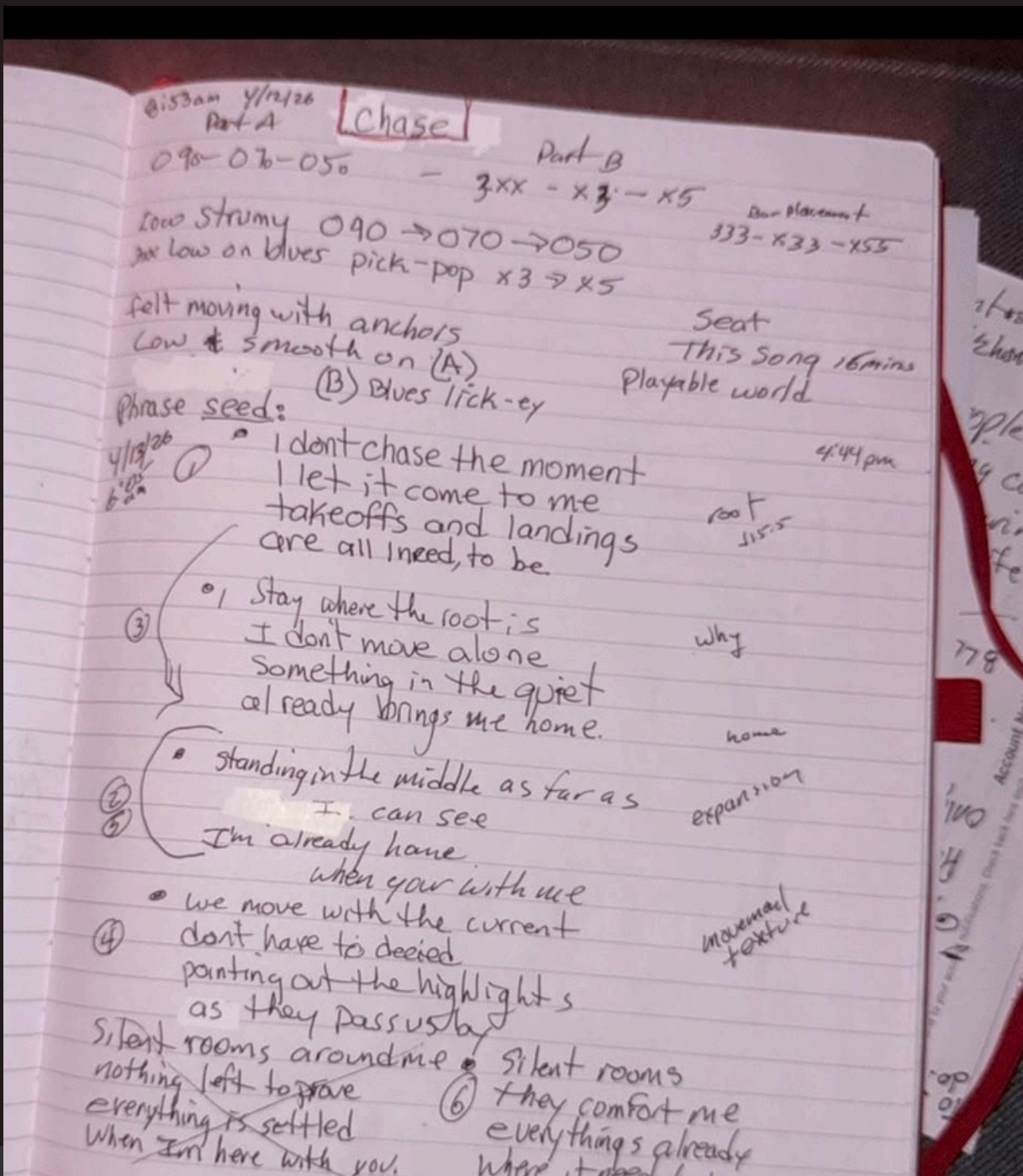
By keeping the tracking process clean, AI delivers high-quality isolated stems. This is an essential feature for music editors editing backgrounds for film scenes.



| Active Sync Catalog Mood Map

Track Title	Sonic Character & Vibe	Ideal Media Placement	Asset Deliverables
Current and Stillness	Atmospheric, reflective, spacious	Cinematic transitions, quiet drama	Mix, Instrumental, Vocals, Stems
Presence	Intimate, warm, emotionally present	Indie films, character focus, slow arcs	Mix, Acoustic Only, Vocals
Feet in It	Grounded, hopeful, steady tempo	End credits, montage, narrative shifts	Mix, Instrumental, Stems

Inside the Creative Process



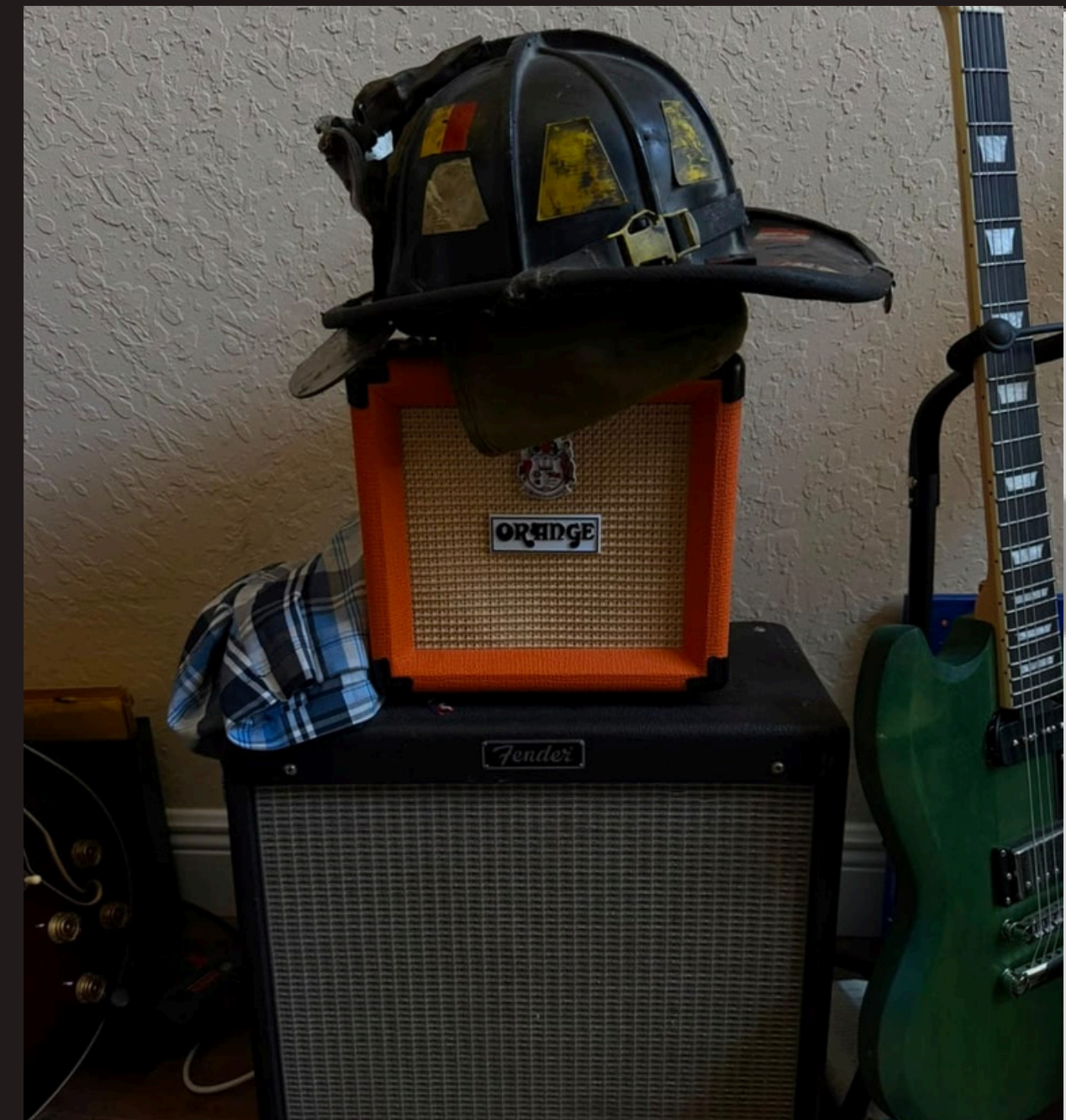
Lyrics & Scribbles

Raw lyric sheets and melodic arrangements.



The Home Studio

Acoustic space where performances happen.



Branded Identity

Blending firefighting history with sound.

| Target Audience Sync Placements



TV Drama Underscore

90% Vibe Match

Independent Film Soundtrack

80% Vibe Match

Quiet Listening Rooms

70% Live Appeal

Lowell's quiet, reflective storytelling formats align directly with modern cinematic soundtracks, television themes, and intimate acoustic environments.

Connect & Collaborate

Alfred Lowell Music

Ready for booking inquiries, sync representation opportunities, or creative catalog licensing.



Listen on SoundCloud

<https://on.soundcloud.com/CnyU2QBusiMbTkZSUG>



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