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THIRD WAVE MUSIC | BY ALEX HARRELL

## MORE MUSIC HAVENS

When Jen David opened Third Wave Music in Detroit, she had one goal: to be the most welcoming and encouraging music store around.

And so far, so good.

Throughout the full-service retailer's first year, a customer's grandmother came in and thanked David for welcoming her teenage son into such a warm environment. A group of strangers who met in the store remarked that it felt like they had just spent an evening at the bar together. An older woman came into the store to sell her guitar but ended up taking lessons and became interested in writing music.

"We're proudly building a creative hub and are happily existing as a network space for our community," David said. "I feel that Third Wave is truly living up to our mission of being a kinder music store; one where you're excited to go, not intimidated."

And as a woman in a male-dominated music industry, David can definitely understand feeling excluded and trivialized by music stores.

"I thought that, just by being a woman who owned a music store, more women would feel comfortable to come in," she said. "But I have to remember that many female players have already



Piano teacher Michael Malis and store owner Jen David

### The first year in Third Wave Music's mission to be Detroit's go-to music store

trained themselves to avoid music stores because of [previous] uncomfortable experiences."

Welcoming anyone and everyone is the driving factor behind Third Wave, but the lack of resources available for musicians *in general* is what inspired David and her husband, Jeffrey Thomas, to open up shop.

"There [weren't] really any

full-service music stores, which is kind of crazy when you think about what a musical city Detroit is," she explained.

So, after receiving roughly \$40,000 in grants and fundraising, David created a space that offers music lessons, repair services, new and vintage gear with the simple purpose of being somewhere customers want to go.

#### PARTNER UP

Conveniently located a few blocks away from Wayne State University's School of Music and within walking distance from Detroit School of Arts in a 1,000-square-foot shop, Third Wave supplies instruments and accessories for a multitude of players — ranging from orchestral students and jazz musicians to garage rockers and electronic music producers.

And though Third Wave only has one lesson room, roughly 30 regular students are taking piano, guitar, ukulele, violin, cello and saxophone lessons.

"We also partner with other local teachers and organizations for group workshops and classes throughout the year," David said.

To further fill the void in Detroit's music community, Third Wave sponsors and partners with local organizations, events and nonprofits such as the Cosmic Slop Music Festival, a multicultural celebration of rock music. Its next partnered event is a fundraiser for the Gabriel Music Society, which promotes music education and performance for local youths.

"I'd like to keep our finger on the pulse of anticipating the needs of Detroit's talented and diverse community of musicians," David said. "More events, more workshops, more lessons, more instruments. More fun." **MI**