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Making his musical bed

Mikey Beats

Article Written by: J. Haitsuka
Director of Public Relations DYSMD.eMAGAZINE

Meeting Mikey Beats is an experience that one can't prepare for. I had read all about his crazy antics on the Sleeping Giant blog and heard from various sources that I *had* to interview him—but I still wasn't prepared. Walking into Beats' apartment courtyard, ready to get down to business, I find him and a fellow DJ relaxing in the water--sans shirt and adrift with pool floats.

Already, things are off to an unusual start.

Halfway through the interview, I'm invited up to the apartment for an MTV Crib's-esque tour of the place he shares with his high school sweetheart, Jenny. Cool abstract art and Monster Energy Drink paraphernalia integrate themselves into the décor. A smattering of friends wander in and out, while a new deejay apprentice works on his scratching technique in a back room. For some, this would be a very random set up; however, it's clear that for Beats and his girlfriend, this is just another day.

Nothing about Beats' business interests is ordinary. Not only is he a featured deejay for Monster Energy Drink, he's a bikini wholesaler as well. And if you're ever in need of a cab, odds are he can hustle one for you! Even though he's known for bringing people with similar interests together, throwing wild pool-side parties and rocking a club until it closes, he still maintains a warm and welcoming demeanor that enables those around him to feel at ease.

Beats got his start working at Soma Live, a performance hall in the Sports Arena area. While working behind the light board and picking up the trash, he was exposed to big name artists like Smashing Pumpkins and Silverchair.

"I was under the wing of Len Paul, who still runs Soma Live, and Tim Mays, who basically built the rock scene in San Diego," Beats explained. "That was basically the start of my music career. I was playing bass in a

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band, and then when we broke up I started to get into deejay-ing."

For some, transitioning into the smooth R&B and hip-hop sounds that Beats is currently known for could seem awkward. That's because those deejays didn't have the right kind of inspiration.

"It's all because of Chris Cutz and Fresh One," Beats said proudly. "They were huge into groups like Tribe Called Quest and De La Soul. I saw them in Thrusters in PB one night and was really vibing off of what they were playing. They took me under their wings and taught me how to do things the right way."

And what is the right way?

"You basically gotta feel it," he said as he explained his musical philosophy. "I mean, for club owners you gotta make the cash register sing, but people don't really care about that. They want to feel comfortable and get into the music. What I try to do is create a vibe and maintain it. You know, like, I create a little music bed and I want everyone to feel comfortable on it."

To catch an opportunity to snuggle up with Beat's music, be sure to check him out at Moondoggies or Firehouse Eatery in Pacific Beach.

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DJ Fresh One Interview



Miki Vale Interview & Music Video



DJ Chris Cutz Interview



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- ▶ Myspace: Mikey Beats
- ▶ Website: <http://www.giantsarise.com/>
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