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DJ Demon Interview

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DJ Demon | Oh, I See... | an interview by NathanAnthony

San Diego is fostering a DJ culture that is full of rich history: late 20- to 30-somethings who have grown up with the music that they use to move crowds – crowds ranging from those dying to hear Waka Flocka and Drake to those who will only be in attendance if the DJ is spinning mid 90’s boom bap on vinyl. The consensus seems to be that if you want to continue to put food on your plate and a roof over your head, you had better be able to please both ends of the spectrum.

Upcoming Events

- 13 JUN

Analog Wednesday

The best 80s & 90s music videos mixed by DJ Artistic & Cros1

Plus \$5 Svedka vodka, \$5 Fernet, 1/2 off bottles of wine, 1/2 off hummus & pita AND \$1 bacon-wrapped dates ALL NIGHT.

- 13 JUN

The FINAL Dub Dorado

The Grand Closing event, please join us one final time!

\$5 Cover 21&Up 9pm-2am

Heroes & Villians, MC Whiskey Pete, Corey Biggs, Austin Speed, Squama

- 13 JUN

Club Kingston

Natural Heights

DJ Carlos Culture

Selectah Hi-C

Polynesian Underground

Natural Hieghts from the OC and LA come to OB to crush it in association

with Polynesian Underground. Special guest from Tecate, Baja Mexico selected for the C

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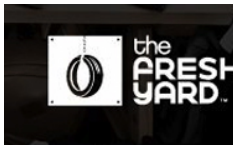
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San Diego DJ and Video DJ, DJ Demon, a former member of the Daygo hip hop crew the ICONS, has been actively traversing the ever-changing terrain of the landscape of hip hop for over a decade now. He and the ICONS helped to carry SD hip hop from the Golden Era through the tumultuous “Jaggy” era and DJ Demon has come out the other end unscathed. He can be found rocking crowds all over San Diego and is now speaking to the ears and eyes of his eager audiences as he pioneers the unfolding avenues made possible by incorporating video into his DJ sets.

Demon takes time out of his busy schedule to give us an inside look into the hustle of an SD Video DJ, thanks to digital communication.

N.A.: DJ Demon, you have been integral in helping shape SD hip hop with your work as a producer and DJ for the iconic ICONS. What can you tell us about your time as one of the ICONS and perhaps how your work then has helped to shape your work now?

DJ Demon: Being a DJ for a group was good experience for me. I enjoy being creative with others so it was a perfect mesh. I joined the group at a time when I was also starting to have something I believed in to shop around for shows and others to meet some artists I looked up to as a youth, wild out and trash a few hotel rooms. That it was run through.

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N.A.: As a producer (beat maker, beat smith), what's your formula? Over the years, how has your sound changed?

Thanks for the message!

DJ Demon: I haven't produced many beats since I left the ICONS, but my production back then was very sample based. Grimy drums and a heavy on the bass. Nowadays I'm doing more DJ Club Remixes so they're a lot cleaner I guess.

N.A.: Not only has your music progressed as hip hop progresses, you have actually evolved from a DJ to a Video DJ, incorporating visuals into your sets. What does this add to your art?

DJ Demon: It opens a lot of creative avenues for me as far as content. When you have visuals backing up your audio, it helps the audience get into the set a little more. It also gives the people holding up the wall something to watch.

N.A.: Have you found that the genre/sub-genre/style of the music you spin has changed as you have developed as a VDJ? Why do you think that might be?

DJ Demon: Yeah for sure. You're kinda limited to what songs have videos, or what songs you have time to make videos for. Definitely challenging to keep it fresh because videos are mainly made for commercial type tracks and videos are just not put out as often as audio is. As time goes on though I think more and more artists are making music videos.

N.A.: Do you find an increased ability to move an audience, both physically and emotionally, with the incorporation of visuals?

DJ Demon: Absolutely. People respond to their senses. Sight is just another sense to stimulate. A lot of people came from the MTV era, so watching videos brings back memories. Youtube is MTV for the newer generation, so everyone's pretty much used to watching videos.

N.A.: Now, as a DJ, you are known for a healthy list of quality mixtapes; do you see video mixtapes in the near future for VDJ's?

DJ Demon: You won't see physical copies of DVD Mixes like you did audio mixes. They're a little expensive to make and most people these days make a mix and just put it on vimeo. Video mixes are being done though; I've seen plenty. I personally do a monthly video mix called "*They Reminise*".

N.A.: As I try to wrap my head around how VDJ sets come about, I wonder, how do you choose the video content for your sets? Do you start with visuals or with the musical layout?

DJ Demon: Audio always come first for me. Without audio, the visuals just won't work. I basically program the night like I would an audio set but I'll throw in a movie or youtube clip in here and there along with some personal edits.

N.A.: Visually, what are some of your inspirations?

DJ Demon: Anything that I can see really. If I'm watching a movie or something online I'm constantly thinking of how to incorporate them into my sets.

N.A.: As a producer, have you begun to think about creating something like a visual album for any of the artists you are working with?

DJ Demon: Not for any artists but I've done a few visual scratch sentences and I do have a few things in the works but they're kinda on the DL. I could tell you, but I'd have to use a neutralizer on you. Ha!

N.A.: Speaking of artists you are working with, who can we expect to see contributing lyrics to your soundscapes in the near future?

DJ Demon: I'm not really at that point right now so I haven't even thought about it. I'm still doing tracks cuts for artists but that's about it right now.

N.A.: Okay, now let's talk music in general. With the ever-changing landscape of hip hop, DJing in specific, what do you think it is going to take for artists, young and old, to become/stay successful now and in the future?

DJ Demon: Hard work, motivation, focus and determination. Being creative and pushing the boundaries of the art form as well.

N.A.: As a hard working, motivated, focused, determined, creative artist, what are some projects, and where are some venues, that our readers at GoodVibeSD.com can expect to encounter DJ Demon in the near future?

DJ Demon: Residencies right now are at Sandbar -Thursdays, Barley Mash – Fridays and every other Monday, True North – Saturdays.

As far as projects, you can always catch my monthly video podcast called “*They Reminisce*” here:
<http://giantsarise.com/music/category/podcasts/demon-theyreminisce/>

I’m working on a few projects with Big Black for his clothing line which you can look into here:
www.dowork.com

Connect with DJ Demon online here:

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**all photos provided by DJ Demon’s Facebook, Ukeim Ortiz-Rosado, and SleepingGiant

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