

shove

NOIR EXCLUSIVE INTERVIEW

My MTV...#1 on Beatport and #1 on DJ Download, the summer tune of Miami and world wide smash hit. Prior to that, little was known of Noir and the talent that lay hidden within. Shove has been very lucky to have hosted two nights with this rising Danish star. He is currently on fire with his record label, Noir Music and remix of the legendary song by Depeche Mode – Enjoy the Silence. We thought we'd bring you a little closer to him with an exclusive interview to out more about the man.

Q1: You've been spinning regularly for the last 10 years and your music is now being hammered in all the good clubs by all the best and biggest in the biz. When you said goodbye to your day job, is this how you imagined your career to be?

Noir: Well..... this what I set out to do. Live by making music and get the chance to tour the world. So in a way this was my goal and what I aimed for. I hoped it would get this way – but you can never really predict these things. So I took a chance and went for the dream.

Q2: How hard has your climb to success been since you began your musical crusade all those years ago? Was there anyone you looked up and drew inspiration from?

Noir: Everyday was a struggle but everyday was also one step further and closer to the goal. If you don't create that "cross-over hit" it takes time to climb and evolve in this industry. As for inspiration..... I've always listened to a lot of different styles in music and don't really have any specific artist that I look up to or get really inspired by. I try to be myself, do my own thing and just do what feels right in the moment.



Q3: You run a very successful label called Noir Music and recently released your own mix compilation. Tell us a little behind the concept and what is it that you aim for when you are looking for new tracks for the label?

Noir: The concept was to compile the "biggest and best selling tracks" on Noir Music for the people who might have missed them earlier on + have a couple of exclusive and unreleased mixes and tracks for the fans who already knew of the older tracks. Besides that..... I licensed a few tracks and mixes from artists like Stimming, Adam K, D Dub, Ramon Tapia etc – tracks I've been supporting in 2008 and felt deserved some more attention.

When I look for new tracks I aim for high quality. I never sign anything cause I predict it would do well and sell a lot of copies. I only sign tracks that I love 100% and would support in my own sets. I try to be one step ahead regarding the sound and genres instead of being one step behind and on the safe side.

Q4: Your DJ schedule is taking you all over the world and we have been privileged to have you mix at Shove on two occasions now. Where are some of your favourite places to mix? Any funny experiences to share?

Noir: Well I love going to places like Shanghai, Miami, Chicago, Paris and Ibiza – just because those places are so different from the ordinary european countries and experiences. But in countries like Holland, Germany and England you can really get those top raving and unforgettable nights as well as they have a really strong crowd and scene. The social aspect of the touring can be really rich too..... Coming to Shove has made me some of my best friends in the industry – something I rate very highly.



Funny experiences ?

Do you mean when I had too much chilli in Shanghai and spent half of my dj set on the toilet with a burning asshole or when I burned my feet very badly from walking barefoot on the hot roads in Miami just before a gig.

I could go on and get more nasty... but let's stop here ;o)

Q5: Where do you see yourself in another 10 years time? Do you have any other ambitions within music that you have not yet achieved? Ever thought of going Live with the Noir sound or making an album?

Noir: Making an album is definitely in my plans. I already have enough tracks for a "Best Of..." Album, but I plan to do an album of all new tracks in 2009/2010. In 10 years I hope im still touring and seeing new places all over the world, cause I love that part of the job. If its live or as a dj – I cant tell... depends on how the industry looks in the future and of course what kinda cross-roads I choose.

I do know that at some point I would like to end up being in the producer chair for bigger and more commercial acts – trying to make their sound more exciting and underground. Kinda like what Timbaland did for R&B and Hip Hop.

Q6: OK one more question before we let you go to get on with your remixes! How have you enjoyed your last two visits to Shove and the city of Neuchâtel? Did you take any fond memories away with you?

Noir: Of course I enjoy it. Last time we stayed in a hotel on a mountain top and had our barbeque at Castle Welton interrupted by a green sniper..... great memories outside the clubs. As for the parties..... Both times the Shove crowd has been really good and most importantly "up for new music".

I love when the crowd is up for a challenge and I don't "have to play hits" all night long. I really enjoy the company of the clubbers and the crew behind Shove as well and would come back anytime.