

062 MIAMI NEWS



Dijjital Ambiance Crew

# WMC VJ SPECIAL TAKING IN THE SIGHTS

**I**n the history of the WMC, it's always been about the music business, but this year the dance music community seem poised to embrace visuals as part of the family. DJs are starting to see the value, everyone's talking about the tipping point of VJing and there's now a clear site of recognition for VJs worldwide.

Dave Guitarrax from Flavored Layers says: "The VJ scene is gaining big ground, a great example of which is the Miami VJ scene where artists such as Dijjital Ambiance are teaming up with Carl Cox at the Ultra Fest." Locally, there's also a bunch of other high-profile crews hitting the clubs weekly such as the Brainwash crew and Psyberpixie.

While it could be said that visuals have been a part of the WMC for a long time, they have previously been described as an afterthought of many of the big events. But 2006 looks set to breathe fresh air into the arena with VJs descending on the WMC for a horde of live sets all centred around a massive polemic on how to move the VJ/DJ scene forward. With front-line experience from the likes of Carl Cox, Sandra Collins, Vello Virkhaus (V2 Labs), Justin Kent (EJ Enterprise) and Robb Pope (Dijjital Ambiance), the Visual Music panel is a debate hoping to bring some practical answers. To get involved, go to Wyndham Miami Beach Resort on 27th March, at 2.30pm.

In the context of the WMC at least, this new look at visuals has been driven by the passion and energy of the main Visual Music host Andrew Borg. It also reflects his relationship with WMC founder Bill Kelly, who is very receptive and positive about the visual future within the dance community.

"When VJs and DJs do their thing, they hit that groove and take their audience with them," explains Borg. "There's a kind of communion and positive experience that connects the audience, the performer, the music and the space to create something really significant."

In a wider context though, it seems events such as the WMC are giving space to visuals as a certain point of maturity is being reached.

According to Vello Virkhaus: "Performance visuals have become more than an added feature, or some un-marketed content-filling slot on a DVD. The artwork is starting to speak for itself, and those who are capable of speaking through the video medium are finding audiences who listen."

"When DJing was becoming popular in the States most of the audience couldn't tell whether they were any good," echoes Justin Kent, creator of the EJ Turntable that enables DJs to mix video files. "As people were exposed to it more, they became savvy listeners and could differentiate a really good DJ from everything else. I think we're hitting that point right now with VJs."

As the relationship between the visuals scene and the dance music crowd develops, the range of high-profile VJs at this year's event is certain evidence of this change. We've tracked down the main players to give you a guide to the must-see shows at WMC...

**PSYBERPIXIE** can be seen playing at the **WYNDHAM POOLSIDE** events from 22nd - 25th March. From further afield, **VJ ANYONE** is trekking all the way from the UK, firstly for the **MILK 'N' 2SUGARS** event at **AMIKA CLUB** on the 24th, and then onto one of the biggest events at the WMC, the **ULTRA MUSIC FESTIVAL** ([www.ultramusicfestival.com](http://www.ultramusicfestival.com)). Featuring a giant line-up of DJs you can also check out the acclaimed design-centric AV show of **D:FUSE** in addition to the VJing of **OMNI** and the **DIJJITAL AMBIANCE CREW**.

For a must-see show, VJ Anyone recommends **V2**. "Everyone should definitely look out for Vello Virkhaus (V2), the busiest VJ in America and in my mind, one of the best," said Anyone. Vello will be performing together with **SANDRA COLLINS** on the 24th at **CROBAR** for a **PERFECTO RECORDS** event, on the main stage of the Ultra Festival, as well as at a poolside event for the **ARMANI EXCHANGE** at the **RALEIGH HOTEL**.

Additionally, the well-respected artist Grant Davis (**VJ CULTURE**) is also making his way to the WMC after providing the visuals for the **TORINO WINTER OLYMPICS** to perform each night at the **REMIX HOTEL** with **ROLAND** and **EDIROL**.

WMC VJ Listings: [www.hi-beamed.com](http://www.hi-beamed.com)



Vello Virkhaus (V2)

**ONLINE DIARY!**  
CHECK OUT DJMAG'S DAILY REPORTS ON THE EVENTS, DIRECT FROM MIAMI ON [WWW.DJMAG.COM](http://WWW.DJMAG.COM), STARTING 25TH MARCH.

## PLUGGING AWAY...

We asked five top DJs what record they will be hammering at this year's WMC...

**ERICK MORILLO**

**SUBLIMINAL RECORDS**

"Richard Grey & Erick Morillo featuring Shawnee Taylor 'Going Out' on Subliminal.

**ROBBIE RIVERA JUICY MUSIC**

"Robbie Rivera featuring Marnie 'Your Mistake' on Toolroom Records"

**STEVE LAWLER HARLEM**

"My own 'Weblock' track on CDR."

**BEN WATT BUZZIN' FLY**

"Darkmountaingroup's 'Lose Control' out on Buzzin' Fly at the start of April. It's hot, hot, hot and there are some tasty remixes a'coming too."

**JAMES HOLDEN**

**BORDER COMMUNITY**

"Lazy Fat People with 'Big City' on Border Community is my pick."

## DJMAG HOTELS

Here's where you can pick up your free copy of DJmag during WMC...

- \* **Abbey Hotel** 300 21st St.
- \* **Albion Hotel** 1650 James Ave.
- \* **Aqua Hotel** 1530 Collins Ave.
- \* **Astor Hotel** 956 Washington Ave.
- \* **Avalon Hotel** 700 Ocean Dr.
- \* **Beach House Bal Harbour** 9449 Collins Ave.
- \* **Beacon Hotel** 720 Ocean Dr.
- \* **The Blue Noon** 944 Collins Ave.
- \* **Cardozo Hotel** 1300 Ocean Dr.
- \* **Casa Grande Hotel** 834 Ocean Dr.

- \* **Cavalier Hotel** 1320 Ocean Dr.
- \* **Century Hotel** 140 Ocean Dr.
- \* **Chesterfield Hotel** 855 Collins Ave.
- \* **Colony Hotel** 736 Ocean Dr.
- \* **Delano Hotel** 1685 Collins Ave.
- \* **Essex House Hotel** 1001 Collins Ave.
- \* **The Hotel** 801 Collins Ave.
- \* **Hotel Chelsea** 944 Washington Ave.
- \* **Hotel Impala** 1228 Collins Ave.
- \* **Hotel Leon** 841 Collins Ave.

- \* **Hotel Nash** 1120 Collins Ave.
- \* **Hotel St Augustine** 347 Washington Dr.
- \* **Hotel Shelley** 844 Collins Ave.
- \* **Kent Hotel** 1131 Collins Ave.
- \* **Marriott South Beach** 161 Ocean Dr.
- \* **National Hotel** 1677 Collins Ave.
- \* **Pelican Hotel** 826 Ocean Dr.
- \* **Penguin Hotel** 1418 Ocean Dr.
- \* **Raleigh Hotel** 1775 Collins Ave.
- \* **Richmond Hotel** 1757 Collins Ave.

- \* **Royal Palm Crowne Plaza Resort** 1545 Collins Ave.
- \* **Sagamore Hotel** 1671 Collins Ave.
- \* **Shelborne Hotel** 1801 Collins Ave.
- \* **Shore Club Hotel** 1901 Collins Ave.
- \* **Surfcomber** 1717 Collins Ave.
- \* **The Tides** 1220 Ocean Dr.
- \* **Townhouse Miami** 150 20th St.
- \* **Wave Hotel** 350 Ocean Dr.

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