

AM015

by Audiation Magazine

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Audiation



Documentary reviews showcasing distinctive sides to the music industry.

Quirky singer & actress Carolina Hoyos discusses her inspirations and onscreen projects.

Are you Jamal or Hakeem? Take our Empire quiz and discover the hit TV show's background.

We've got your festival style sorted with our selection of creative tents, fun sneakers and summer accessories!



Audiation

ECLECTIC MAGAZINE FOR THE
EXPRESSION OF MUSIC AND THE
CREATIVE ARTS.

FOR THE LOVE OF MUSIC.. WE
INTERPRET THIS PASSION THROUGH
VARIATIONS INCLUDING FASHION, ART,
LIFESTYLE AND WORDS FROM THE
HEART OF THE INDUSTRY.

AUDIATION MAGAZINE IS AN
INTERNATIONAL PUBLICATION
FEATURING MUSIC CONTENT TO VARIED
TASTES.

WE ARE A PROUD VOICE FOR THE
CREATIVE SECTOR AND SUPPORT
INDEPENDENT TALENT.

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For the love of music..



"Music is the voice of the soul. It is much more than sound. Music can be a comforter, party maker, career path or a way of life."

Mizz Ruby, Company Director



"Music joins people together from all around the world, without music life would be pretty boring."

Rokuro, Associate Editor



"The birth of one's child is the only feeling that comes close to getting lost in music."

Cessle, Associate Editor



"Music is a form of art that reveals a truth in a world full of mystery."

Sarah, Staff Writer



"No matter what's happening in life, it's usually great music will keep you going."

Malachi, Staff Writer



"Music is life. It's a universal language that has no barriers. It unifies people around the world. It brings people joy."

Andy, Staff Writer



"Music & love are the same things really. If kids grew up with music in their lives, then their lives would always be filled with love."

David, Contributing Editor

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CONTENTS

8 Radio Listings

9 News

12 Introducing

14 Job Satisfaction

16 You Saved Me

17 Independent Music

19 On Screen

29 Fashion

37 Cover Bands

40 International Music

46 Fieldcandy

48 Festival Guide

54 Hot 6



Audition

Letter from the Editor

Hello, Bonjour, Ola, Ciao! I hope you're well and wherever you are in the world, welcome to our crazy creative world.

The sun is shining, summer is here and the music is reflecting that fun energetic atmosphere. This month has been busy and exciting. We proudly welcome our new partners Southstar Radio. They have so much passion and are driven to success, creating great opportunities for the diverse talent to get heard. We also celebrate equality with gay marriage being legalised in all American states. Love certainly does win! Express yourself freely in all aspects of life and just be happy.

In this issue we have a lot of interesting content. Andy runs through some unique documentary films which revolve around the music industry. I check out the TV series Empire and the music legends involved. Staying with the on-screen theme, Rokuro interviews actress & singer Carolina Hoyos. Sarah uncovers the world of cover bands, cheesy title I know, but a really intriguing and insightful editorial. David gets songwriting which turns poetic with 'You Saved Me'. Cessle grills Cera Alba in this month's Hot 6, and Malachi dedicates an article for Dirtybird's 10th year anniversary. We also feature great music, fun summer accessories and our global festival guide.

Let us know what tracks you're into and what you have planned for summer. We hope you enjoy the magazine, we had fun creating it!

Mizz Ruby x

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RADIO

UK Time Zone

MONDAY

6pm South Star Radio
DJ Junior UK - UK Garage & Bass
9pm Ministry Of Sound
Essential Garage

TUESDAY

2pm Select. Radio UK
Danny Blaze National Anthems - Club Classics

WEDNESDAY

8am Empire London
Pintsize & D'Elle's Big Breakfast

THURSDAY

2am WLUW
Dave Gee - The G Spot

3pm Pure Music 24/7

AK Steppa - House

4pm Select. Radio UK

Lizzie Curious - Funky / Tech / Groove

8pm Empire London

DJ X-Ray - House & UK Garage

9pm Kiss FM UK

Majestic - UK Garage

FRIDAY

12pm WLUW

Sarah Becker - Independent Music

4pm Vision Radio UK

DJ Pyro - House & UK Garage

10pm Empire LDN

Heartbreak - UK Garage

SATURDAY

12 am - Kiss FM UK

Wideboys - Lovers off Music & Bass

2pm HouseHeadsRadio

Adam Dimize - House

8pm Shine

EssnVee - House & UK Garage

9pm Kiss Fresh

Mike Delinquent - UK Garage & Bass

SUNDAY

10am Silk City

Wally B & Johnson - House & Garage

2pm Silk City

Wisk & OSG - House, Garage & Bass

8pm Silk City

Shakedown Show - House & Garage

Creativity in Education

This topic is always a key issue and something we at Audiation Magazine believe in strongly. The creative arts are constantly pushed aside in studies. Everyone is pushed in the core subjects, which are very important, but this does not mean the arts are just for fun.

Primary Education (ages 6-11): Music, art and drama are really just presented as fun lessons to let loose. The children perform now and then to show their parents and friends that they're enjoying the creativity.

Secondary Education (ages 11-14) The schedule for the arts are thinned and although the pupils are taught a little more, they're not really pushed to engage. This is the end for majority of performances except on special occasions.

Secondary Education (ages 14-16) The last two years, unless the student has been around the creative arts outside of school, they will generally drop these subjects. This is the main point when, if chosen, the student will now get fully pushed to get those high grades.

College (ages 16-18) This is where, if chosen, the creative arts get full attention and actual passion put into the work and courses.

In general, if the student wants to go for a creative sector, unless they're getting outsider help, activities etc - It's sure going to be difficult.

And if you think there is no money in these sectors, think again. The summer months especially is where music really steps up through festivals raking in revenue from up to almost 10 million attendees.

Ever sold a great piece of artwork? The average large painting from a new artist could fetch up to £1,500.

There is a huge potential, but without being taught the basics, people are forced to either attempt it themselves with little knowledge or just forget their dreams entirely.



India's Thriving Rock Scene

The notorious Hard Rock Cafe brand celebrate's its 45th anniversary this week!

They strive to present great Rock music and introduce aspiring musicians to their audience.

India, known more for it's Hindi pop style, is probably not the first place that comes to mind when thinking of the genre. However, the country is broadening the array of talent, and Hard Rock Cafe is innovating the music scene. The venue plays host to budding Rock bands as well as a few of their bigger acts in order to help boost the style and careers.

Hard Rock Cafes in India are said to be "upbeat and buzzing even on Thursdays", aka band night.

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4 Years of Independence in Kuala Lumpur

Kuala Lumpur, Malaysia celebrates their 4th Independence Day parade.

Residents came together on the joyous occasion with fun-filled entertainment.

Filipino singers, Vina Morales and Erik Santos performed at a free concert prior to the event.

Some of the Philippine Embassy even walked the runway as models fashioning a Malaysian designer's outfits!

And not only that, those of the embassy with a musical taste showed off their skills through instruments.

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INTRODUCING: Scott & Nick

How did you guys get together and decide on teaming up? And tell us about the aim for the project.

NICK: We've known each other for basically all of our lives growing up in the same area and have always tinkered with music production together, never taking it seriously or putting anything worthwhile out (it was all just a bit of fun for us back then) until recently we were chatting one day and said "lets just do it and see what happens" I have a certain style, Scott has a certain style, lets see how they work together. The results speak for themselves & we've had an extremely good response from DJ's & producers up and down the country & a few overseas too.

Our aim is simply to put the fun back into the making music whilst maintaining a high quality of production and delivering something for everyone to catch a groove from.

SCOTT: We have been friends for 25+ years and have always made music, we both know what each other is capable of and decided to mix both of our different styles to make a fresh new sound, in the process we hope to bring the uk garage scene back to the level it was years ago.

You both have backgrounds in Bass & Garage, what is it about the styles and associated community that you love?

NICK: For me garage is not just a genre or style of music its a lifestyle, something

you live and breathe. Ive been around the scene for around 20 years now and have had some of the best times of my life at garage raves and pirate radio stations, when it was at its height we were more like a family than just garage dj's & mc's. long standing friendships were made just from the love of the music which still stand today.

SCOTT: The whole feel good factor, no matter how many times we've all heard the old school songs, people get hype and wanna dance to them.

What advice would you give to those who struggle to relax with the pressures and stress of the industry?

NICK: Music is supposed to be fun, remember the reasons as to why you got involved in the first place and take your mind back there, after you reconnect with the love and inspiration that you had when you first decided to follow this path then all the stress and pressure will dissolve and the enjoyment will come flooding back to you.

SCOTT: It definitely is stressful, but if you keep your head and focus on one thing at a time you'll be fine, nothing comes to you quickly, so work hard and don't give up.

What does music mean to you?

NICK: For me music is part of you, an extension of yourself, its a form of expression, an art form, there is NO problem in the world that can't be fixed by listening to your favourite track, artist or style of music. Believe me, music is the cure to all problems it has helped me through some of the hardest times of my life.

SCOTT: Music is everything, first thing i do in the morning is listen to music, or i come up with an idea for a song. i spend most of my time in the studio, even if i'm not making anything, music is home.

What are your thoughts on how the underground music scene has progressed over the past 20 years?

NICK: To me the underground scene is like one big roundabout, every 10 or so years the music comes back around but with a modernised twist (rebranded) look at the "Deep House" boom, clearly its the same sound as the garage that was around 20 years ago just with a few minor tweaks to make it sound fresh. My main admiration for the scene though is the way that Underground Artists break through and become mainstream and evolve look at the likes of SKT who recently has started getting the appreciation that he deserves along with a whole heap of others that are breaking through.

SCOTT: I see it like a revolving door, one style comes in for a bit, then it dies out and makes way for the next, look at the house scene thats big right now, all of these kind of beats were around 10 years

ago but now there's a new modern twist on it.

Do you have any tips for aspiring music minds?

NICK: Never give up!

SCOTT: Carry on, carry on, carry on, not everyone is going to like what you do but oh well, there are people out there that will love it, keep pushing and u shall succeed.

What's coming up for Scott & Nick?

NICK: We have been given some great opportunities in the short space of time that we have been going as this newly branded duo, unfortunately we can't disclose the details as we've been sworn to secrecy but they are huge projects so make sure you keep your eyes and ears open for them & of course loads more remix projects too.

SCOTT: We have a lot of projects in the pipeline, a couple are a bit hush hush at the moment but you will definitely be hearing a lot of remixes in the mean time.



SCOTT & NICK



**Job Satisfaction:
Achieving Your Dreams
Hosted by @AudiationMag**

1. Turning a passion into a career takes courage, do you feel you have the right mindset and knowledge to do so?

"No, That would be too big of a move at the moment. I don't feel I spend enough time and effort on my blog yet, due to time, but also because it's just a hobby." Courtney.

Well Courtney, it's already a great start and will teach you skills on how to engage with an audience and present topics.

2. Does a lack of qualifications in a person's chosen field hinder their chances of rising to the top?

"No, its all about "experience" nowadays, so I guess doing rather than studying is something to think about. I went for a job interview

without going to uni for a Social Media Manager place, and i knew more than the Main Manager." Lauren

A good example Lauren, without going out into the world, no amount of reading can really prepare you.

"Not necessarily, really depends on the field. But motivation, passion, perseverance & experience counts." Rachael

"Not in my field, but I sometimes think my age goes against me, I am resilient don't worry and it only makes me more determined in future." Laura

"Yes. Trained raw talent always fairs better than un trained raw talent." Cessle

Cessle, "training" is specific, in project fields training trumps everything BUT experience trumps grades.

3. It's vital to stand out in any sector, what do you do to make yourself unique from the others?

"This goes for any career and just life in general. Be you and be an exaggerated version of yourself."
Leanne

"I always try and get my name heard and do something outside the box."
Laura

"Let them know who i am, what I do, and what I am about, and if they are happy with that then eureka!" Lauren

4. What is your best approach to networking and connecting with potential business associates?

"Be polite, professional, actively engaged and listen!" Vicky

Precisely Vicky, being engaged and actually show the company that you've taken time out and done your research on them.

5. The idea of working for yourself is challenging, what would you want to know before pursuing this step?

"The biggest fear is messing up from the start. i'd prefer to work myself up for experience first." Lauren

Lauren, don't be afraid to make mistakes, I once organised an event which ended up not happening, but

you learn from it and you learn how to improve. The crazy thing is, the people involved still support my work like a little family.

"How to balance the books." Vicky

Vicky, there are lots of help out there, take it step by step with a simple spreadsheet and note down your spending.

6. We have a strong ethic for optimism, What are your best methods to staying positive and motivating yourself?

"I remind myself how far i've come and my plans for the future. Aim for your goal." Lauren



You Saved Me

Empty tears I've cried from
Being taken for a ride
Pulled over by a few
This time I thought, "I'm through"

Too many times I've tried
I've given up on faith; I'm blinded by sight
So then I wrote this song
And that's when you came along...

You saved me
From the thorns I've worn from my memories
Set freed
You saw through the smile I wore, the lies I lead
You saved me
From who I was
You delivered me from my misery

by David.



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