

AM020

by Audiation Magazine

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Audiation

FIVE STEPS TO PRODUCTION SUCCESS

*You don't need to speak the
language to move to the rhythm of a tune*

Hope is given through music to help suffering
minds and give a second chance in life

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.

Audiation Magazine Ltd is a registered company in the UK with writers from across the globe. Each member of the team has their own passions and projects bringing unique ideas to the magazine. The term Audiation means the imagination of sound.

www.AudiationMagazine.com

For the love of music..



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

Ruby, Editor & 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, Staff Writer



"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, Associate Editor



"The moment you feel happy about music, that is the very essence of it. Being in the vibes and understanding what music has for your soul.."

Steve, Contributing Editor

Thank you to contributors:
LynnMissyJ, PA and Girl Friday to Dirty James aka Ebony Jae
Emran, producer & VP at ALT Production Recordings

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Editor's note

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

December, the holiday season is not just about the gifts and how big a celebration, it is about enjoying moments with your loved ones and creating precious memories. I would like to take this opportunity to thank the Audiation team for a wonderful year of business development and a nice flow of creativity. Congratulations and thank you also to David who has been promoted to Associate Editor. We are not just a company team, we are a family of music enthusiasts with ambitious hearts fuelled by our passion. This is not just work, it is an extension of ourselves and of the artists/djs/ music folk to express and share a love of music.

Inside AM020: 'Tis the festive season which means holiday music is all around us, and we look at the best of the bunch in Sarah's Thoughts. We share some debut's for our independent artists, Oggie releases his new versatile album whilst MaHA Rocks unveils her emotional music video. The thoughts of emotion with music continue as we look into Beatie's project on how it helps Dementia sufferers. Music has also been the second chance for band Alchemia's, Summer, after her severe head injury. The Music Imprint article by David discusses further the way in which sounds aids us in life. Moving onto fashion we check out the new Yeezy collection as well as Aina More who explains the crossover between fashion and music. Rapping on Countdown? That must have been a first, Lynn explains how the MC's way with words helped him on the Channel 4 show. Bob Macciocchi is interview by Andy, he delves into the technical side of sound and how to succeed in production. Malachi checks out the new underground 'Music Related' brand. 'Tap sa pou twa' says Steve as he looks into music history in Mauritius. Emran takes us to Azerbaijan by describing the country's traditional music. We've also got your global festival guide, Southstar updates and latest music reviews.

Ruby x

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RADIO

UK Time

MONDAY

6pm Southstar Radio | Holly L - House
10pm Southstar Radio | Natalie INDYA West - Indie

TUESDAY

2pm Select UK Radio | Danny Blaze National Anthems - Club Classics
10pm D3EP | WisK - House, Garage & Bass

WEDNESDAY

8pm Southstar Radio | Queen E - HipHop, RnB & Grime

THURSDAY

10am Empire London | D'Elle
8pm Southstar Radio | Brazah - New UK Garage
9pm KISS FM | Majestic - UK Garage

FRIDAY

2pm Rinse FM | Sam Supplier - House, UK Garage & Bass
4pm Southstar Radio | Captain Rosko - House & UK Garage
6pm The Underground Sessions | Emma Champion - House & UK Garage
8pm Voice FM | Artful 60Hz Sessions - UK Garage & Bass
8pm BN Radio | DJ Mary Jane Global Sensation - Dance


SATURDAY

12am KISS FRESH | Tough Love - UK Garage & Bass
3pm Southstar Radio | DJ Obscene - House & UK Garage
9pm KISS FRESH | Mike Delinquent - UK Garage & Bass

SUNDAY

10am Vision Radio UK | EssnVee Sunday Rehab - House & UK Garage
2pm Empire London | DJ X-Ray - House & UK Garage





'Tis the season for holiday music!

Holiday music is a genre in itself, with one hit wonders, albums and specials. As it seems the rest of the world is starting their holiday cheer weeks early, why not we do the same?! Here is a playlist portraying iconic holiday tunes, hopefully putting you in the spirit for the most wonderful time of the year.

Mariah Carey - All I Want For Christmas Is You

A classic. The classic. Every good party, no matter the time of year, will play this song and put smiles on people's faces. You can't beat Mariah Carey's vocals in this, happiness all around.

Bebe Winan - My Christmas Prayer

The one Christmas song that brings me to tears. Its genuine and transparent lyrics connected to the spirit of the holidays, beautiful song.

Adam Sandler - Chanukah Song

Most funny than traditional, this song left a legacy on

Josh Groban - I'll Be Home For Christmas

Off his album entitled Noel, this song has been played annually at the Becker household. His angelic voice with a calming music score makes this whole album a must-listen-to this holiday season.

Charlie Brown Christmas Carols

Does this really need an explanation? Only if you don't know or haven't seen Charlie Brown, which is something that should be on everyone's bucket list before 2016.

John Lennon - Happy Xmas (The War is Over)

Written by John Lennon and Yoko Ono, this protest song against the Vietnam War serves more than its purpose, but still exists today in its legend of a holiday song. Shows the shift from societal happenings to inspiration of writing songs, becoming something much more than expected.

What a year it has been, I hope everyone has enjoyed their 2015 and is looking forward to 2016! There will be loads of new music and interviews to look forward to, so hang tight with Audiation. Sending everyone across the world a big hug, and don't forget to smile this holiday season. What a time to be alive.

Xoxo

Sarah's Thoughts
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OGGIE

UNDENIABLE CHEMISTRY

Oggie - Undeniable Chemistry

If you've been following Oggie and his music journey, you'll know that this debut album is long overdue.

The album oozes soul and vibrancy in a variety of styles. Some have an energetic dance rhythm, whilst others boast of a flavourful summery sound.

I have to admit one of my favourite's is the slow jam 'Eskimo Love' with Oggie's sweet passionate vocals really shining through. 'Think' is another to mention, this track can appeal to the entire family with a bright tone. I cannot review this without also mentioning 'Sometimes', incredibly beautiful with strings and gorgeous vocals. Then we move onto UK Garage with the bumpy and catchy 'All I Wanna Do'.

Friday December 18th see's the release of the debut album Undeniable Chemistry from UK South East Londoner Oggie. After featuring on some of the biggest UK Garage anthems, The R&B Vocalist/Songwriter has put together an album of uptempo Urban Pop, with a list of Producers that include Ed case, K warren, Freemonk and Many more.

soundcloud.com/oggiemusic



The beautiful MaHA Rocks has unveiled her debut video as premiered by MTV!

'I Am A Ukrainian' is a deep heartfelt plea to the world to help those who are suffering. The visuals depict a journey in search of hope. This is intertwined with visuals of happy moments amongst families and friends dancing, and enjoying life - this joy is all that the people want. Blood seeps down..

"This song stands for peace and it calls every nation to care about each other. I really want every country to face nothing, but welfare. Unfortunately, Ukraine suffers now a lot, so I rely on your support and hope you'll help to spread the word about this pain." *MaHA Rocks*

www.maha-rocks.com

Power of Music & DEMENTIA

Aiming to prove that music can have a transformative effect, improve the quality of the patient's life in the short-term and provide a "way in" for those who are otherwise disconnected from themselves and their surroundings.

Meet Beatie Wolfe, a singer-songwriter who is certainly not one to follow the rules. Her musical development began from an early age, but she did not study music, she found it best that she learnt in her own way with piano and moving onto guitar and writing.

Beatie's debut '8ight' album is the world's first 3D interactive album app. Users can gain access to the full album as well as watch the music videos enhanced to create a 3D perspective.

Together with scientists, researchers and entrepreneurs, the project for audio insight to help dementia sufferers was launched. The study

was carried out over 3 months, patients were played original material and had their reactions analysed.

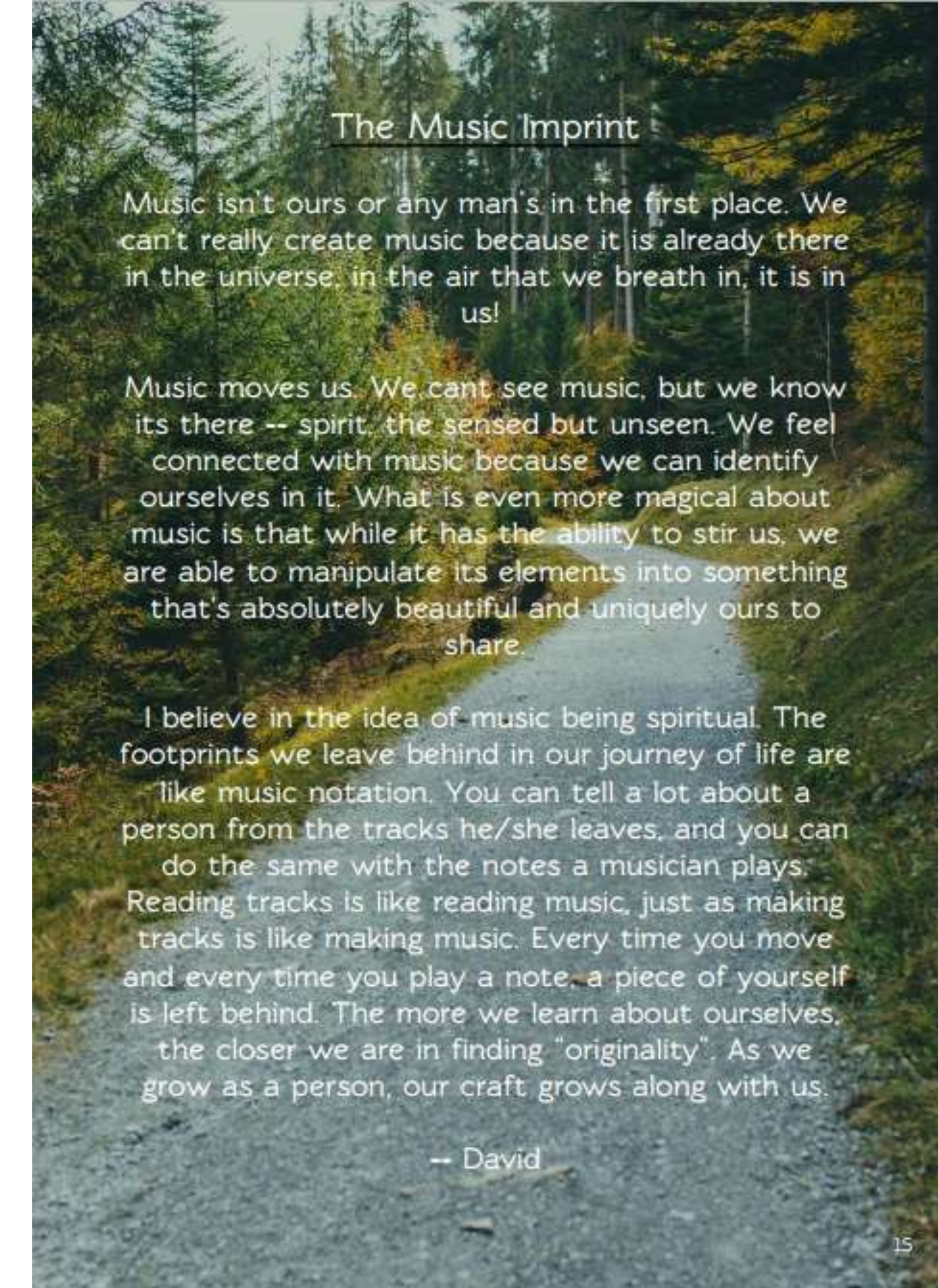


The results: There was a great positive correlation between the sounds and the minds. 72% of the patients responded to music. There were also significant improvements in communication and memory.

The team plan to create various workshops to further this scheme as well as a festival in early 2016.

www.beatiewolfe.com/pom





The Music Imprint

Music isn't ours or any man's in the first place. We can't really create music because it is already there in the universe, in the air that we breath in, it is in us!

Music moves us. We cant see music, but we know its there -- spirit, the sensed but unseen. We feel connected with music because we can identify ourselves in it. What is even more magical about music is that while it has the ability to stir us, we are able to manipulate its elements into something that's absolutely beautiful and uniquely ours to share.

I believe in the idea of music being spiritual. The footprints we leave behind in our journey of life are like music notation. You can tell a lot about a person from the tracks he/she leaves, and you can do the same with the notes a musician plays. Reading tracks is like reading music, just as making tracks is like making music. Every time you move and every time you play a note, a piece of yourself is left behind. The more we learn about ourselves, the closer we are in finding "originality". As we grow as a person, our craft grows along with us.

-- David

TRADITIONAL AZERI MUSIC

Traditional music is the way of life for nationalities. Traditional music is a mind of genius including emotions, mood, and mentality of the people. Crossover of traditional music is a catchy imprint of the various music instruments which characterizes the country.

Azerbaijan is one of the unique countries with unique traditions and culture. The country is the home of world famous Mugham music. It is an example of classical music and forms the base of Azerbaijan folk music performance. There are seven main Mugham types: Rast, Shur, Segah, Shushtar, Chargah, Bayati-Shiraz and Humayun.

Mugham performers differ from each other according to the original & real essence and nature of classic music. Uzeir Hajibeyov, famous composer and writer of the book 'Basis of Azerbaijan folk music', characterizes each type and explains the mood given to listeners.. Rast inspires courage and cheerfulness, Shur–inspires a funny, lyrical mood, Segah inspires a feeling of love,

Shushter inspires a deep sadness, Chargah inspires a feeling of excitement and passion, Bayati-Shiraz inspires sadness, and Humayun inspires a feeling of deep sorrow.

Mugham is performed by a trio: kamancha, tar and singers. Tar & kamancha are traditional music instruments of Azerbaijan. Mugham music is famous & popular all around the world, some critics describe it as a trip to the never-ending harmony of music. Mugham is a code of beauty & harmony which describing harmony of life for Azeri citizens.

-- Emran



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