

FEATURES

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Known as a record maker and record breaker, DJ Felli Fel is one of the most influential DJs and producers on America's west coast. Felli — who appears tonight at Luxy — has played an integral part in shaping the sound of popular music in the US with his nightly five-hour mix show on the Los Angeles radio station Power 106, which reaches an estimated 2 million listeners. In 2007 Felli, real name James Reigart, gained international hip-hop notoriety with the release of his self-produced album *Go DJ* and his first single *Get Buck In Here* featuring Akon, Ludacris, Lil Jon and Diddy. Working with the likes of Kanye West, Ne-Yo, FloRida, and Pitbull, Felli Fel is one of the most respected hip-hop DJs today.

Taipei Times: What is the most rewarding section of your career, deejaying, the radio show or producing?

DJ Felli Fel: I get equal enjoyment and satisfaction from all of them because I have an equal love and passion for all of them.

TT: I heard you say, "It's not where you are, it is where you are at." Where are you at right now?

FF: I'm at a high point in my career right now with many prospects in the future. It's a very exciting time.

TT: How good are you at promoting yourself?

FF: I suck at promoting myself — that's why I have a manager. It's very important to promote yourself in the DJ game but I tend to stick more towards the creative side. It works better for me.

TT: What is your relationship with the big dogs such as Kanye, Ludacris and P Diddy?

FF: Most of these artists I've known for 10 years plus and it's a genuine friendship. If we're working on music and they're feeling it we proceed with the project. If not we move on. It's as simple as that.

TT: How would you describe your sound? How is it unique?

FF: I think I have an electric sound with deep base that's energetic. It's feel-good music.

TT: Were you happy with your first album *Go DJ*?

FF: Very happy. The success of *Get Buck* was more than I could have imagined.

TT: What is the next album or record you are producing right now?

FF: Working on new stuff now. Got a new song featuring Three 6 Mafia, Lil John, and Fat Man Scoop.

TT: Have you embraced the Internet for promotion?

FF: You have to embrace the Internet 100 percent. I attribute a big part of my success to the Internet. Most people go to the Internet now for music so it's very beneficial to me as both a DJ and producer. I wouldn't be where I'm at without it.

TT: How is the radio show 106 doing?

FF: Show's doing great. Still number one ratings in LA. Still mixing on the turntables every night, having more fun than ever. Breaking new music, interviewing old and new artists. I'm blessed that the Internet hasn't affected my show at all.

TT: How quickly can you make a beat that you would put on a record? What is the process?

FF: Normally the first thing I do is start on the keys. I play a pattern and add a beat over it and it's done. I did *Get Buck* in a matter of 30 minutes. As long as there's a quality song at the end it doesn't matter how long it takes to produce.

TT: What has been the most important movement or change in hip-hop in the last 10 years?

FF: I think the biggest change in hip-hop in the last 10 years is that hip-hop has become fun again. It's not as serious as it's used to be. I miss certain aspects of old hip-hop but I like the fact that it's kind of gone back to the 80s where it was fun, feel good and party.

TT: What do you think about auto-tune?

FF: I feel like auto-tune is a form of creativity. A way to express yourself with music like a trumpet or guitar and if it's not abused it is a good thing.

TT: Where else are you playing in Asia?

FF: Never been to Taiwan. This will be my first time out and I'm super excited. I'm also looking forward to Hong Kong, Beijing and Busan.

TT: What are your plans for Christmas day?

FF: I plan on attending church at some point during the day on Christmas. Our good friend Steven told us he will be hooking up a Church with some of his Christian friends.

TT: How do you usually spend Christmas day at home?

FF: Normally Christmas day we're eating a lot, opening gifts and keeping our phones off. It's a beautiful thing.

TT: Many Taiwan club goers have completely embraced new wave hip-hop in the last few years without digging out the old stuff. How would you convince them to dig some more?

FF: I would encourage looking at some of the older hip-hop as a guide to generating new ideas. The music we enjoy today was built upon the music of our past so it is important to understand the foundation.

TT: What kind of set will you be playing?

FF: I'm going to play some Drake, Jay-Z, LMFAO, Pitbull, but I gotta feel out the crowd and play what they're asking for.

TT: Why should people attend this party?

FF: First and foremost you should come out because this is my first time here. I'm super excited to play a set for you guys. I'm going to rock the house from top to bottom. I'm going to be playing a lot of music and rocking the mic as well. It's going to be a good night so don't miss it. Let's go.

PERFORMANCE NOTES:

WHAT: DJ Felli Fel

WHEN: Tonight from 10pm

WHERE: Luxy, 5F, 201, Zhongxiao E Rd Sec 4, Taipei City (台北市忠孝東路四段201號5樓). Call (02) 2772-1000 or 0955-904-600 for reservations (English service available)

ADMISSION: NTS\$1,000, includes a drink

ON THE NET: www.luxy-taipei.com

DJ Felli Fel, one of the biggest DJs and producers on the US west coast, appears tonight in Taipei at Luxy

BY TOM LEEMING
CONTRIBUTING REPORTER

Heavy hitter