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Freddie Harb

As founder and president of Sleeping Giant Music, a San Diego-based talent agency specializing in managing artists and booking DJs across the county and country, Freddie Harb has his finger on the pulse of electronic music. Actually, make that 10 fingers – he also spins under the moniker DJ Fresh One, making regular appearances at Bar West, Hard Rock Hotel San Diego's 207 and Float, Ivy Nightclub, Sidebar, Stingaree and many other popular venues. sleepinggiantmusic.com, djfreshone.com

What good and bad things happened to the music industry in 2012?

The good news, speaking on behalf of DJs, which is mostly who we represent: DJs are becoming more widespread in the mainstream, being involved in major events across the country – awards, festivals, movies, TV shows and many other media outlets. DJs are being looked at as the new rock stars.

For the bad, the digital DJ era has allowed many young kids to get involved in the business without a sense of understanding the art. Techniques like scratching are a dying art form, and Technics turntables are on the verge of not being manufactured anymore, leaving the very core essence of DJing behind. This is paving the way for new technology, which is not a bad thing, but changes the dynamic of the business as a whole. Back in the day, DJs would scour on their hands and knees for vinyl records, and now they only have to download MP3s. Instead of buying 10 records at a time, playing them out and understanding how the crowd reacts, DJs are downloading thousands of songs, showing up at the club with their laptops and not knowing where to begin, what to play or when to play it – or what the record is going to do to the crowd.

What do you foresee happening in 2013?

I foresee live music coming back a bit in 2013, in a different way than it was done in the past. I also foresee that electronic dance music will start to become a bit more niche again, and most clubs will go back to being full open format instead of an all-EDM club by the beginning of 2014. The DJ game is definitely changing, some for the better, a lot for the worse, and I hope that this younger generation of DJs will look back towards DJing as an art form.

What trends will emerge in the New Year?

I think certain venues are going to start booking live acts once again, and hopefully there will be more cross-pollination between the DJs and live musicians.

Which acts should people look out for?

For DJs, stay on the lookout for Four Color Zack, who just won the Red Bull Thr3style competition in 2012. For DJ/producers, there are just way too many to mention, and things progress at such a rapid pace. One day, one act could be hot; and the next, they can be done. That is the nature of the music industry.

Which 2013 music events excite you most?

I'm looking forward to seeing some of our DJs compete in the Red Bull Thr3style competition in January at Voyeur. DJing has elevated beyond just the bedroom and nightclub. It's completely mainstream, and I am excited to watch things progress at such a rapid rate.

What concerts or live performances will you definitely attend?

I will find myself at numerous clubs across the nation; a couple key festivals, including Winter Music Conference and possibly South by Southwest; maybe a rock show or two in the mix; and a few jazz nights.



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JAN. 2013 CONCERT CALENDAR

1/8: SUM 41

@ House of Blues, hoib.com
Canadian pop punk band whose lead singer used to be married to Avril Lavigne.

1/9: LUCINDA WILLIAMS

@ Belly Up Tavern, bellyup.com
Singer/songwriter performing country, folk, blues and Americana.

1/9: MATTHEW DAVID

@ Soda Bar, sodabar.com
A beat-making sound-collage artist.

Sum 41

