

LUPE FUENTES: "YOU CAN CHANGE YOUR LIFE AND RISE ABOVE IN ANY MOMENT"

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By **Mira Karadjova** Posted On **16 Dec 2015** A **11 Min** Read

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Born in Columbia, raised in Spain and currently living in LA, Lupe Fuentes (https://www.facebook.com/LupeFuentes/?fref=ts) is a citizen of the world. From adult films to pop and electronic music, her bio doesn't read like your average DJ. Though that's exactly what's helped the young producer adapt, survive and thrive in the music business.

"If there's one thing in life that is constant, it's change," Lupe tells me in her soft and warm voice over Skype. And indeed things change quickly for the Columbian artist, whose breakthrough record 'So High' was released on Junior Sanchez's Brobot Records just 18 months ago. Since then Lupe has released over 20 records on labels such as Brobot, Undercool, Mad Tech, Simma Black, InHouse, Defined, Positive, Safe Music, and Nervous Records, further cementing herself as one of tech house's rising stars.

2014 saw the inception of Lupe's own imprint, dubbed In The Loop, which aims at forging a creative hub for like-minded artists. The label's roster of emerging talented artists keeps going stronger, with Jack Cousteau, Francis Kasibante and Mike Gloria.

Though she's given a lot of interviews, and there's plenty of information about her on the internet, little is known about Lupe as a person.

We hooked up with Lupe to talk about well everything from love, inspiration, her experience in adult films and pop music, what it's like to run a label, her new projects to the place of women in dance music.

Plus, Lupe's given us the first play of her new EP *House Flavor*, providing the perfect soundtrack to her story. Check it out below.



You have a new single coming up really soon via your own label. Could you tell us what else you have been up to lately? I've been really busy lately. I'm a doe Events have been busy and Music constantly being involved in projects. My label In The Loop's showcase at the **Mixmag Lab** (https://www.youtube.com/watch?v=LTkzUebG4Y) was just two weeks ago. The vibe was great and we all had a great time. It was really cool to play alongside artists from my label and to share that experience with them.

I also have two EPs coming out on Simma Black very soon. The first one is called **House Flavor** and it will be out on December 21st. I also released a track on Kerri Chandler's label MadTech. I'm a very big fan of the label and their sound. It was one of the labels I was aiming for and to finally be able to release on this label was very cool for me.

As an artist, I'm always creating and developing. I've also been playing gigs in my hometown at a nightclub that I love - Sound nightclub. I've been playing alongside people like Roger Sanchez or Felix da Housecat. Yeah, I've been pretty busy!

You mentioned the In The Loop showcase, where you had an explosive back-to-back session with Jack Cousteau. If you had to compare a regular DJ gig to a back-to-back session, which one would you prefer? You know, I love to DJ. Whether it's by myself or with somebody else, I just really love to get into the music and feel like I'm connecting with people. But I also like to play back-to-back, especially with people who really know and understand the music. It's cool to have another creative mind to play with. I don't know, I think it's mentally stimulating to see how another person interprets the music and to just get together, and create a vibe side by side.

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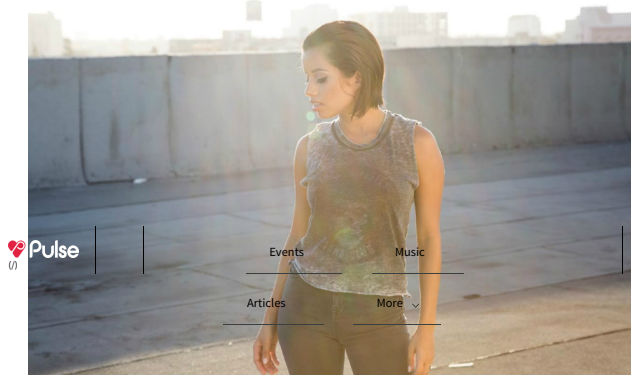
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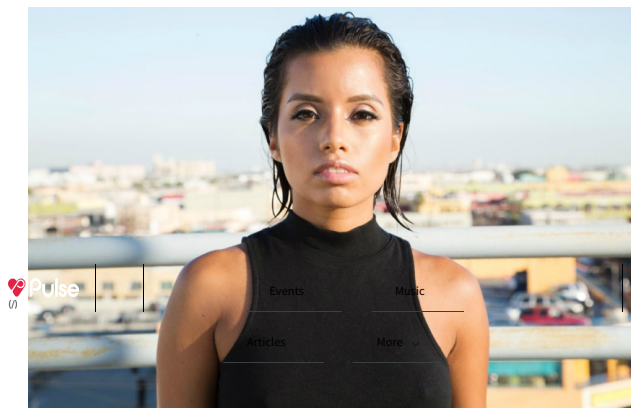


You established your own label, In The Loop, in 2014. What made you create your own label and what kind of sound do you want to promote? At first it started as an idea to create a platform to release my own music, without having to think about a specific sound. So after I released a few tracks, I started receiving demos from people all around the world and it was inspiring to know there are people all around the world that have the same music sensibility as me, so that's how I started. I feel that a lot of labels in this industry say: it's all about the music and nothing else matters, but in my experience a lot of the time it's not just about the music, it's about looks, how popular you are or which labels you have released on.

I don't feel like big labels would take a person, who is completely unknown, and release their music just because it's good. I just didn't want my label to be like that. I wanted to release music that really spoke to me, regardless of who made it, how many gigs they have played, what part of the world they come from or which label they have released on.

In The Loop is mainly tech house and in terms of sound, it's just music that inspires me, makes me feel something and I would be proud to play to a crowd. I want to stay true to the vibe and the music of the label and to stand behind what I believe in.

Does this mean that you have a clear vision or big goals set for the future of the label? Since I started the label, I've been educating myself about what it's like to own a label and the responsibility that comes with it. I feel like I want to create a culture around it and to make In The Loop a brand, a recognizable sound, a place where people can come and enjoy quality house music and experience creativity not only through the releases but through imagery and art videos too. I have so many other plans for it, like live shows and creating an immersive experience for people. It's about the music but it's also about the experience of you being there, leaving reality behind and feeling immersed in another reality.



You and your husband Evan Seinfeld are both musicians but from very different genres, does he inspire you or influence your approach to music production? Definitely. My husband has inspired and influenced me every single day since I met him. I look up to him every day of my life. He's the person that really has had the most impact and significance in my life. Besides being the best man I've ever met, my husband's a very talented musician, he's been involved in music all of his life. Of course he influences me. He's been a bass player, a producer and a singer for most of his life, he has so much experience. I have learned so much from him. I don't think I would be where I am without his love and support.

Speaking of DJing, label management and producing, which part of the job do you enjoy the most? Oh my God, I love it all! Nowadays it's not enough just to be an artist, a musician, an actor or whatever it is you dream of doing. You have to do it all. I love to be able to have the power of decision-making. That way from an idea I can create something, build a platform, promote it, connect with people and share my art with them.

We have so much access and so much information nowadays, but there's a good and a bad to it. The good thing is that you can do everything on your own, without depending on big franchises to believe in you, which is very hard nowadays and happens less and less. They only care about the money and it's very rarely about the music and the art. The bad part is that the barrier of entry is so low that anyone can do it. And I feel that we do have to remember that just because something's big or popular, it doesn't necessarily mean it's good.

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You have quite an interesting background - from adult films to singing in a pop band. How did you first get involved with adult films and what made you leave that industry? That's a very big question and it's very sensitive because it's about my sexuality. That's why I feel it requires a long and in-depth answer. I am currently planning on writing an autobiography. Not only because I think people would find it interesting, but because I've been through so much in my life. I truly believe the story of my journey could help to inspire people. No matter the situation, you can change your life and rise above in any moment.

You just have to start by doing something that could change your life in the future. I'm not ashamed of anything I've done in my life because every situation, good or bad, has been a learning experience that has helped me become the person I am today. I really don't want to go into details about my former career in adult films, because it shifts the focus from my current career and all the hard work I have done to get where I'm now. Right now I'm focusing on my forthcoming releases, building the label brand and moving forward with my life without looking back.

What was it like to be in a pop band and would you go back to making pop music at some point? Like I've said before, being in a pop band was an amazing learning experience for me. I learned so much about music, working with people, songwriting, developing a working process. At this point in my life I think that experience as very valuable to me. My primary focus now is producing underground music. Singing was never my passion, so I don't think I'll ever go back to it, but I'm not closing the door completely either. I'm currently working on collaborations with some pretty big artists in different genres of music. I love collaborating with different people and breaking new ground. But if it wasn't for that experience I don't think I'd be doing what I'm doing right now, so I wouldn't trade it for anything.

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Is there anything you learned in the adult film industry that helps you to survive in the music business? Life's a journey, not a destination. I feel that my biggest takeaway from that experience would be that if there's one thing in life that is constant, it's change. You have to adapt to things. You have to learn and to make the best of any situation. My life has changed so much and I'm sure it will continue to change as I grow. My life has been a process of adapting to new things and I think it's the same with everyone. I am from a third-world country and I moved to Spain with my family, then I travelled all around the world, then I moved to the US. When I first came to the US, I didn't speak English at all. It was so difficult for me, because I didn't know anybody here. I had to meet new people, learn the language and get familiar with the culture, because it is very different.

Has anyone from the dance music industry given you a hard time for your adult film background? To be honest, I've made really good friends in this industry, people that are really valuable to me, that I appreciate very much. Also, there are a lot of people who support me and believe in my talent and my career. If there's anyone who doesn't like me, they haven't said it to my face. I don't have to be accepted or liked by everyone. I don't have to be everyone's best friend and that's ok, it's a part of life. With time, I've learned that people don't have that much power over me. The only person who could ever stop me from doing anything is me. House music is about openness and acceptance, people coming together and being free, so let's practice what we preach and not be so judgemental or close-minded.

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What's your advice to aspiring female DJs? Do you think this industry needs more women? If I could say one thing it would be: don't be a female DJ, just be a DJ and be a good one! Separation is what creates hatred. It should not be about gender, colour or social status. Just be an artist, work hard and be true to yourself. It's so ironic that women are 50% of the world population, but less than 3% of the DJs booked at festivals currently. So come one, girls, let's do this, you know we can!

What's next for Lupe? I'm excited about my upcoming EP on Simma Black-- it's my first release on their label. I love their sound and I look up to them, so House Flavor is a really big deal for me. House Flavor has received early support from Richie Hawtin, Oliver Heldens, Claude Vonstroke, Carl Craig, Shiba San and Denney! It really means a lot that all those

people recognize your work and are down with your sound. I'm also working on some interesting collaborations, I cannot talk about, but hopefully you will be seeing them soon. I just want to keep developing as an artist, building my label and my brand.

Lupe's new EP House Flavor is out on December 21st on Simma Black.

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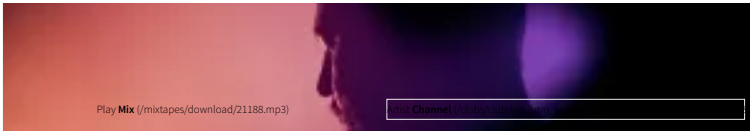
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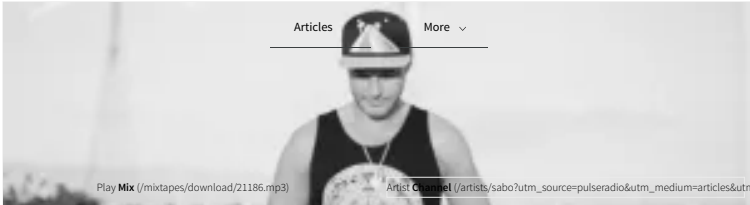
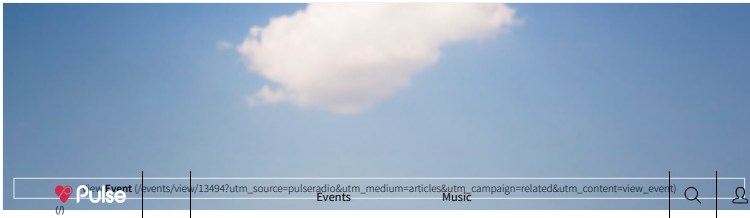
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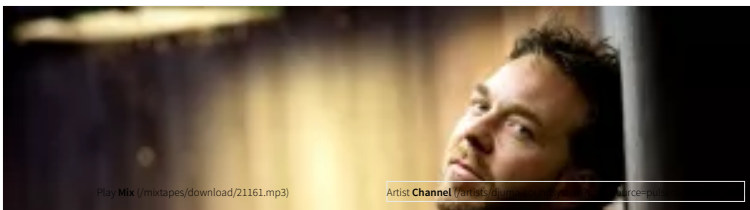


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