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Lupe Fuentes' Tech House Label Sounds Like Urban Warfare

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Imprints brings you regular profiles of the most exciting record labels the world over, with input from the movers and shakers who contribute to their local electronic music communities.

Name: *In The Loop* (<http://www.deepintheloop.com/>)

Vibe: Mean tech house with heavy bass lines and jungle drums that brings the feeling of urban warfare!

Founded: 2014

Location: Los Angeles, California

Upcoming releases: Jack Cousteau – "The 808," Francis Kasibante – "Disbelief," Lupe Fuentes – "1000 Watts"!

Artists-to-watch: Francis Kasibante, Jack Cousteau, Mike Gloria, Magik J & Wongo.

This week THUMP speaks with Lupe Fuentes , the label boss of In The Loop, to get the scoop on her Los Angeles-based tech house imprint and to premiere her brand new track "1000 Watts."



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Lupe Fuentes - 1000 Watts

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THUMP: What's the Deal?

Lupe Fuentes: We are a brand new tech house label that's here to drop the needle: bringing you only quality music, discovering talented new artists and releasing music with a spark that takes you away.

Where does the name come from?

We wanted to keep people in the loop with how fast things evolve in electronic music, how fast the current sound changes and ideas are brought back from the 80s, 90 etc—recycled by the industry as if they were brand new.

Why did you decide to form your label?

The idea started as a platform for me to release the music I make and am passionate about, and to have more control over my release schedule. It was an avenue for the music I make that isn't suited for a specific label. As the idea developed, I saw the opportunity to contribute to this industry and sign talented emerging artists. We have a killer roster of hot, new artists and we are getting supported by some of the biggest names in the industry.

Read More on THUMP: Imprints: Circus Recordings

(https://thump.vice.com/en_ca/article/imprints-circus-recordings)



How would you describe your sound?

Tech house with an edge, sometimes tribal, sometimes bassy, but always meant for the dancefloor. It's the kind of sound you hear at a warehouse party that goes all night. It's definitely meaner and darker than a lot of house; sometimes it's straight up techno!

Tell us about the scene in your hometown?

I was born in Colombia and grew up in Madrid, Spain, where I fell in love with electronic music, but I call Los Angeles, California, my hometown now! With SO MUCH amazing music in SO MANY different genres, right here in LA, it's almost a mirror for what is going on in the USA.

What's your favourite label that isn't your own?

Some of my favourite labels are Cajual, Simma Black, Madtech, Play it Down, and Inhouse.

Have your releases been received as well as you'd hoped?

The support for the label has been such an overwhelming and pleasant surprise. It brings me a real sense of satisfaction to have had so many of our records supported by industry giants. Some of our tracks from recent months have been supported by people such as Jamie Jones, John Digweed, Kerri Chandler, Nicole Moudaber, Richie Hawtin, Joseph Capriati, Leftfield, and others.

What makes your label different?

In the Loop is definitely more than just a record label. My goal is to create a global brand that relates to the sound of the music, combined with art and overall imagery. I keep the

sound of the label very true to my vision of the brand, so it doesn't get confused. When you look at our artwork, it is intended to evoke emotion. I see the label as an opportunity to bring people together and collaborate with all different kinds of artists. Look for our In the Loop streetwear brand to be launching very soon!

Read More on THUMP: Imprints: East Van Digital

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Which release would you recommend to introduce a new listener to your label?

This is such a difficult question because I love all the music on the label so much. If I had to choose just ONE today, I would say "Skywalker" by Mike Gloria.



[inthelooprecordings](#)

Skywalker - Mike Gloria (Original Mix) [Preview]

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Which are your favourite tracks?

Right now, I am playing a bunch of different tracks from In the Loop. My latest Track, "Radar," "The 808," by Jack Cousteau, "One Trip" by Francis Kasibante, and "Feel the Rhythm" by Majik J and Wongo.

How do you choose the artists that you work with?

In terms of the tracks that I sign to the label, I go through every single demo personally and I pick the tracks that speak to me. In terms of remixes, I go for artists that I respect, who I

feel understand the sound of the label. The first remix we did was a track of mine called "Holla if Ya Hear Me" done by Vanilla Ace.

What's the next release on the label? How far ahead do you plan your releases?

The next release on the label is "Disbelief" By Francis Kasibante. I generally try and plan the releases two months in advance to give us a chance to promote the records properly. It's a lot to plan!

Read More on THUMP: Imprints: Lab.our

(https://thump.vice.com/en_ca/article/imprints-labour)



What challenges do you face running the label?

I don't really find a particular "challenge" in running the label. It is more the challenge of finding the time for everything. Between the label, producing music, live shows, and LIFE, there is not much time for sleep. This is all made possible by espresso!

What sound do you think the music industry is moving towards?

The words "music" and "industry" combined are kind of an oxymoron. I definitely see the trend in music in general moving more towards a mixture of everything, like electronic music with some live instruments and people rapping and singing. I definitely see a lot more collaborations on the rise. I try to just live by this motto: "Everything good isn't popular, and everything popular isn't necessarily good!" I know what I am into, and I look forward to growing as an artist, and just creating quality tunes!

Lupe Fuentes is on **Facebook** (<https://www.facebook.com/LupeFuentes/?fref=ts>)//

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