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# The DJ Boris Interview

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It's nearing 4:00am on a warm spring night in New York. Lines of people outside Crobar form three-deep down West 28th Street. It's a Saturday night – technically Sunday morning – and the late-night crush of people from the city's other clubs hasn't yet begun. "What's going on here?" a passing tourist asks. She looks up. In bright lights, Crobar's marquee reads, "*Believe In Boris*," and judging by the eager New Yorkers waiting to get in, they do. For two years, DJ Boris has been serving-up the thrusting, tribal, deep-'n-dark house music that his audience has come to crave as their drug. Known for regularly playing long and often back-to-back "marathon" sets that last 12-hours or longer, Boris feeds-off the crowd's energy, and it sustains him beyond the limits of human endurance. Invigorated, Boris guides listeners on an emotional jaunt – from sexy house with pulsating grooves to blistering breaks with booming bass, from joyous anthems with saucy vocals to mind-shattering techno with dramatic climaxes – taking the crowd to places they never wish to leave. Having shattered Crobar's all-time attendance records, as well as having broken his own, Boris has captured the atmosphere of his marathon sets, distilling them onto a single disc titled, *Believe* (Moist Music), released last month. Fresh off a plane from Miami following WMC and about to hop into a radio interview at SIRIUS Satellite Radio, Boris sat down with Clubplanet's Emily Tan to share the moment and soak it all in.

**Ok, it's Friday, March 31st and you've just returned from a week in Miami for WMC. How was Conference for you this year?**

Conference was really excellent for me, some of the parties I went to – and the parties I played – were pretty spectacular.

**You played your 'Believe' parties at Crobar24 at Nocturnal in downtown Miami, and also a pool party at the Shelborne Hotel, right?**

Yeah, at Nocturnal, we did around 3,000 people. I played from 10 o'clock at night until 2 o'clock the next afternoon. That was a 16-hour set. At my Shelborne pool party, it was packed also. I played from 5:00pm until 9:00pm, which was short for me. [laughs] Conference was special for me because my crowd was so supportive. I mean, most of my crowd was people from New York, and during WMC when they have an infinite selection of DJs to choose from, they still decide to show-up in full force at my parties. That means so much to me.

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**SUNDAY FUNDAY: Crystal Waters ft Sted-E and Hybrid Heights - Believe**  
SUNDAY FUNDAY: Crystal Waters ft Sted-E and Hybrid



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**SUNDAY FUNDAY: The Ritchie Family - Ice**  
SUNDAY FUNDAY: The Ritchie Family - Ice - [PURPLE]



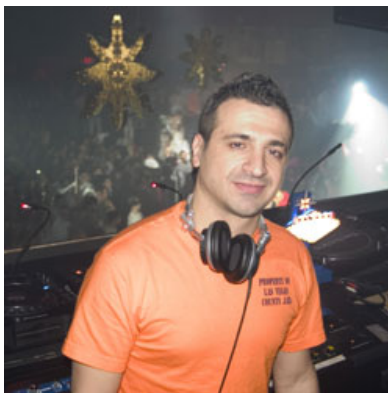
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**You have a really loyal following.**  
I'm very lucky.

**You were nominated for "Best Resident DJ" in this year's Club World Awards, which were held at Nocturnal in downtown Miami. Although François K. won – he's been DJing for longer than some DJs have been alive – I heard you were neck-and-neck in the running right up until the last moment. How does that make you feel?**

First of all, I was very honored just to be nominated. It has really been a great year for me.

I was nominated in such good company of other DJs, like Ivano Bellini and François K. I've been featured on the cover of DJ Times, on the cover of Next Magazine, I've been on Page SIX in the New York Post, I've also been in Club Systems International...and I feel very humbled. Very thankful.



**Your new mix CD is titled, *Believe (Moist Music)*. What's the story behind the title?**

[laughs] Well, to understand the importance of the title to me, and to my crowd...you first have to understand the history of my nights at Crobar [in New York]. I had a lot of expectations for this club, and of course I was excited and maybe a little nervous at the same time, about becoming Crobar New York's first new resident DJ. My very first night playing there, [resident lighting designer] Mike D. [Michael David] had this special effects set-up in front of the DJ booth, kind of emulating the tickers you see high up in Times Square. The contraption was in front of the booth, so I didn't really get a good look at it while I was playing that night. Mike D. had these red lights scrolling across it, that much I could tell because a few people on the dancefloor were kind of mesmerized by the lights. I could see their eyes following the red lights from left-to-right, left-to-right... [laughs]

**And?**

Anyway, a few months later – I've been playing once-a-month on Saturdays for two years, sometimes twice-a-month – I saw these clubbers showing-up wearing T-shirts that said, "Believe In Boris." I even saw a real knockout-looking girl with "Believe In Boris" stenciled up-and-down her legs. I was like, "*What's going on here?*"

**What happened?**

It turns out, that first night when Mike D. had built the Times Square ticker-looking visual for my booth, he was scrolling "Believe In Boris" across it the whole night. I had no idea he was doing that! I guess after a while, it just stuck. It's got a sort of ring to it. So now, "Believe" is the name of my parties. In Miami, people were wearing "Believe In Boris" t-shirts that they had made themselves.

**Musically, what was the inspiration for *Believe*, and how is it similar to your previous CD, *Boris Unleashed (Moist Music)*?**

*Believe* is similar in feel to *Unleashed*, but *Believe* is more groovy, more representative of my 12-hour sets. Those long sets are condensed into an hour for this CD.

**Do you always have theme parties?**

Almost always, yeah. Just 'cause it gives the audience something more to participate in, and I think it's something people look forward to when they come to my parties. A lot of times, I get the feeling that people have put a lot of thought and effort into their costumes and I really, really appreciate that kind of involvement from people.

**You don't throw theme parties the way Susanne Bartsch throws theme parties, do you?**

Nah, I don't try that hard! It's just really thoughtful planning with my visuals and promotions teams before each gig, and if people want to dress-up, that's great. If they just wanna come and get off their faces, that's fine, too. [laughs] April 8th is my birthday and I'm having a big party at Crobar.

**Overall, the composition of your regular crowd is...?**

Straight, gay, Wall Street types, fashion types, music industry, actors, celebrities, freaks,

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crackheads... [laughs] This is New York! It takes all kinds to make a great party, and that's one of the things I love about New York so much.

#### You're Russian?

Yes, I was born in St. Petersburg, Russia.

#### Have you shattered Crobar-NY's attendance records?

Yes, I hold Crobar's all-time attendance record – 5,400 people in one night – and every now and then, I break my own attendance records.

#### liami at WMC, you didn't sleep much. Are you Superman?

...ly, I'm a machine! [laughs] For example, take WMC. I played a 16-hour set at turnal on a Saturday night that ended at 2:00pm Sunday afternoon, then I went ght to Space to hang-out with friends all night for afterhours, then I went straight to "Shelborne on Monday afternoon to play my pool party and ended that at 9:00pm day night! After the Shelborne, I finally got something to eat. I'm telling you, the energy of the crowd and the music keeps me going.

#### How can you think straight when you're on marathons like that?

...n I play, I get really energized and I can go for a long time. Of course, I'm in a coma after the weekend. [laughs]

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