



Build a Beat from Scratch w Romero, Toolroom Academ

25 JANUARY 2016 - LEAH KENNEDY - THE DJ LIST

Last October, renowned DJ-producer/Toolroom Records affiliate Harry Romero launched Toolroom Academy during the 2015 Amsterdam Dance Event.

At the event, he wowed the crowd with his ability to construct a fresh track--completely from scratch--in only an hour's time.

And although just 30 guests were present, Toolroom filmed the session for future endeavors, hoping to inspire other artists to create the same magic Romero did on stage that day...

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With the help of Romero, Toolroom Academy and FaderPro have created a contest to support up-and-comers via their own label.

First, get schooled on the Toolroom Records family; then read on for details regarding how you can enter the contest & potentially join their label's roster later this year!

The DJ List: Describe the pathway of success that's allowed Toolroom to solidify itself as a leading label in the industry (regarding how the management, staff and artist team have contributed to this).

Toolroom Records: One of the main reasons Toolroom has been successful is from maintaining and developing a close family of artists. Over the years the family has evolved, but when Toolroom is at its most successful is when we have a tight crew of closely connected acts. Right now, we're stronger than ever – with the likes of Weiss, Prok & Fitch, Adrian Hour, Harry Romero, Technasia, Dosem, Rene Amesz and obviously Mark – all of these guys are great producers. Collectively, we stand for something musically. That's a really key point – I think labels are most successful when they are true to their sound.

Another reason we've seen success is that we have a close connection with our community of fans. Everyone at the label--from Mark, to our A&Rs, to the team members--are very friendly and open people, and I think that resonates with how we communicate with followers of the label. Ultimately, we know we are nothing without our fans supporting our music, our events, our merchandise – and hopefully that comes across.

And finally, our success is massively built on strong business foundations and a talented group of people behind the scenes. Perhaps this is the less glamorous part of the story, but simply by making good decisions, working hard, having an amazing team who have built their careers here - it gives us the space and ability to do all the creative things well. A big part of this is constantly innovating as a business... That's how we've thrived over the years, and the Toolroom Academy is a great example. Education is a massive new part of electronic music, and we wanted to be the first label to be embracing this, and doing it

TDJL: What unique qualities and skill sets does Toolroom seek out when choosing artists to represent their label?

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people who are on our level--hardworking, [genuinely] good people to work with. Ultimately, it's all about the relationship, and we find that once an artist is part of our crew, they feel like they have 20 people behind the scenes working hard to make them successful--which is why they tend to stay with us, and are happy to represent the label.

Along with an extensive course curriculum offered by labelheads and organizers via the Academy, Toolroom + FaderPro have designed an elusive contest created for artists who want to be heard.

Students who sign up for the contest will gain access to an exclusive FaderPro course offered at Toolroom Academy. The extensive course will not only teach techniques Romero used when building his beat; but students will also grab hold of project files from his session, along with the opportunity to finish the track and release it as a collab with Harry via Toolroom Records.

In addition to a full release on Toolroom Records, winners will also receive benefits including: an exclusive Interview on Toolroom's website, A&R mentorship from the label team, and release promos, among several other top-notch perks.

Check out our chat with FaderPro below to find out what they've got cooking in the studio with current artists, their course program benefits for contest hopefuls, and more:

The DJ List: What was the inspiration behind creating the FaderPro course platform?

FaderPro: The inspiration was to provide a platform of online courses for aspiring producers to have the accessibility to some of the best producers/DJ's in the world and learn how THEY make their music. There are numerous outlets in the market, but none go into the studios of the top names, and none shoot a course around an actual record and from start to finish. You feel as if you are sitting right next to your favorite producer learning exactly how & why they do what they do.

TDJL: What do you feel is the most beneficial element that artists/students can take away from it?

FP: The biggest takeaway for the artists is not only do they learn the HOW, but they learn the WHY. Anyone can attain the technical skills to

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COURSES.

TDJL: Any current or past success stories you'd like to share with us regarding artists already on board?

FP: We are fairly new and just 6 months old, but we get at least 3 producers a day completely blown away at how much they have learned from one of our courses. They mostly share that they have been producing music for quite some time now but never understood how some of those bigger names get their music to sound like, "that."

As producers, we finish songs and we play them against ours peers' records to check for overall creativity, sounds, etc. in the studio... We call this, "A-B-ing" records, or comparing them; but when you finally get the chance to sit next to a producer that has commercially released numerous records, you either see what you've been doing wrong, or other times, you see that you're on the right track and just have some minor tweaks to make. We also run a ton of contests around our courses which pushes the participation buttons for our producers and always provides them with a bigger opportunity to be part of with the end result--i.e. a collaboration with a top name, or a release on one of our partner labels like Toolroom, and so on.

Those interested in entering the contest can read up on the details/instructions below, then visit <http://pages.faderpro.com/toolroomacademy/> to get started.

OVERVIEW:

Building a Beat from Scratch with Harry Romero

- A unique behind-the-scenes view of a house legend at work.
- All experience levels--1.2 hours of course content
- Logic Pro X (Includes Project Files)
- Automatic entry to contest with purchase
- Money Back Guarantee

WHAT YOU'LL LEARN:

- How to build a beat from scratch in Logic Pro's X
- Compression, EQ, Arrangement, Drums, Bass, Filters, & mixing (No plugins needed)
- Music making philosophy & theory
- Workflow and staying in the creative mindset

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- A true representation of the musical values of Toolroom & Harry Romero
- House, Tech-House or Techno tracks
- Overall use of parts and source files + overall creativity

WINNER RECEIVES

- Full release on Toolroom
- Collaboration & artist name next to Harry Romero on release + all promo materials
- Name on releases & promos
- Promotion of release via Toolroom
- Promotion of release via FaderPro
- Interview on Toolroom website
- A&R mentorship from Toolroom team
- Personalised printed & framed artwork
- 10 free courses on FaderPro
- 1 year's guestlist on any Toolroom event
- 1 year on Toolroom singles mailing list

2nd & 3rd PLACES RECEIVE:

- Promoted via Toolroom & FaderPro social media
- 5 free courses on FaderPro
- 1 year on Toolroom mailing list

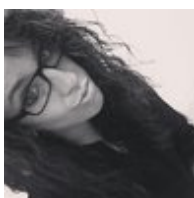
The contest ends February 7, and winners will be chosen February 15.

All submissions should be sent via email to:

toolroomacademy@faderpro.com as a streaming link ONLY (MP3 or WAV files will not be considered).

Good luck to all participating artists!

About the Author



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