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INTERVIEW

ROBBIE RIVERA

FEATURED, HOUSE, INTERVIEW



LONG TERM HOUSE MUSIC INNOVATOR ROBBIE RIVERA HAS PIONEERED THE JUICY BEACH MOVEMENT FROM IBIZA, TO MIAMI, NEW YORK CITY, AND BEYOND. LESSTHAN3 GOT TO CATCH UP WITH MR. JUICY TO CHAT ABOUT WORLD TOURS, THE JUICY BRAND, AND HIS NEWEST COMPILATION JUICY BEACH IBIZA BEFORE HIS JUICY NY SHOW LAST WEEKEND.

▶ Robbie Rivera - Move Your Ass (Original Mix) [Juicy]

LESSTHAN3: JUICY BEACH AT NIKKI BEACH IN MIAMI HAS BEEN AN EXCEPTIONAL SUCCESS SINCE 2005. HOW DID YOU AND YOUR WIFE COME UP WITH THE IDEA?

Robbie: Monica and I did two Juicy Music parties before Juicy Beach in 2005. The events were called Juicy Friends, and they both sold out pretty fast. The label was at its peak with the newly launched Beatport.com, as Juicy was one of the first labels to sell downloads on Beatport & iTunes, so we had a good buzz going on. The first Juicy Friends had **Benny Benassi**, **Mark Knight**, and **Gabriel & Dresden**. We soon needed a bigger space, and Monica suggested Nikki Beach because