



## Robbie Rivera Interview

By **NaludaMagazine** - June 1, 2015

**Robbie Rivera new hit "The Scream" OUT NOW**

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**Hi Robbie thank you for having the time to chat with us.**

**Please tell us about you? When did you start DJing?**

I started DJing when I was 13 years old in San Juan, Puerto Rico. Mostly school parties.

**What kind of music did you grow up with?**

Mostly reggae, grunge, alternative & house music.

**When did you decide to be a dj full time?**

I've been DJing since a very young age and when I went to college I studied music production. After releasing various singles on labels like Subliminal, Ministry of Sound, Ultra and many more, the offers started coming in to perform around the globe.

**Any future collaborations?**

Yes, I have a new single called "Deep" with german duo Bernstein and also a killer house track with legendary house king Todd Terry.

**What kind of music do you listen on daily basis?**

Some dance classics from the 90's, chill out, The Cure, Bob Marley, Coldplay and loads of promos from record labels.

**How do you prepare for a set?**

Every Thursday I try to listen to all the promos I get by email. Some are great and others are not. There is so much music that it's hard to listen to all of it sometimes. After selecting new tunes I add them to my current set on my USB drive in no particular order and that's it. If I'm playing a festival set I select the first 4 songs and then I figure it live on the spot.

**What makes you decide to play a particular record during one of your sets?**

If I love a track I will play it. Sometimes when reading the crowd I get inspired and search for specific tracks that I know will make the party hot!

**What's the best event you've played at?**

My Juicy Beach events are awesome. In 2012 we did Miami and NYC and they were very memorable. Electric Zoo in NYC is always a blast too.

**Most people you ever played in front of?**

About 30k people.

**Describe yourself in 3 words!**

Lucky, anxious, workaholic

**Do you ever get nervous?**

Yes, but a glass of champagne helps!

### **Tell us about your label Juicy Music?**

When I started producing many labels didn't like my music but I still believed in it, so I set up my record label while in college with a few credit cards. My wife Monica then came up with the label name Juicy Music. We have released music from well-established artists to up-and-coming producers from all over the world. Juicy Music was one of the first labels on Beatport.com and iTunes Dance.

### **And the radio show?**

The show is a lot of fun cause I like to play music that anybody can groove to at any time or place. Perhaps while cooking in your kitchen or while working out at the gym. The show is very up-to-date in electronic music and it's live on SiriusXM on Mondays at 11 pm and then in other countries throughout the week.

### **Now tell us about your latest production "The Scream".**

For this track I went back to my old roots and used synth sounds and efx that were very popular in the 90's. With today's technology I produced a killer groove that sounds authentic but can rock any club or festival today.

### **How have you seen the electronic music scene progress in those years? How is different now?**

I have been in the scene for awhile so I've seen it change a few times! It's a massive industry now and many people want to be DJs and producers. I can't blame them, it's an awesome job that I have. Back in the day there was less competition and now there is too many and it's wild out there.

### **Where do you see the scene in the near future?**

Most DJs are playing House Music again and it's great that this is happening as I think the commercial dance tracks are saturated.

### **Funniest thing that ever happened at an event?**

At one of my Juicy Beach events the IRS came to claim money from a European act!

### **Best places to play?**

Ibiza, Miami, LA, Chicago, Spain etc.

### **Your 3 favorite festivals are?**

Electric Zoo, Ultra, Juicy Beach

### **What do you do in your free time?**

Watch tons of movies and TV shows.

### **What advice would you give to up and coming DJs?**

Try to be original and creative when performing, and make the crowd happy. You don't have to have everybody jumping for 2 hours, you can also create a great a vibe.

### **Where we can follow you?**

Twitter: [@robbierivera](#)

Facebook: [Facebook.com/robbierivera](#)

Instagram: [instagram/robbierivera](#)

**Quote:** I'm not much of a quote man...

**Book:** Hmm it's been a while. I don't usually have time to finish them.

**Movie/Tv Series:** Homeland

**Travel Destination:** Barcelona

**Drink:** Moet Chandon Nectar Imperial

**Pre-party or afterparty?** Pre-party

