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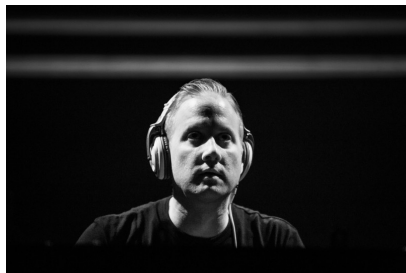


Sonic Agenda

Exclusive

Interview: Robbie Rivera

BY NINO CAROSELLI · MAY 25, 2015



Being at the forefront of house music for the last 15

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TODAY'S TWEETS




years, **Robbie Rivera** is considered a ‘godfather’ to the house scene. With hits such as ‘*La Gente*’, ‘*The Thing*’, and current release ‘*Falling Deeper*’, **Rivera’s** has been no stranger to the **Beatport** charts. Add two hit singles, a new world tour, and **Juicy Music** record label, **Robbie Rivera** has his hands full in 2015. Recently **Sonic Agenda** got to talk with **Rivera** about the new world tour, ‘*Falling Deeper*’, **Armani Exchange**, the house music scene and much more.

You are currently on your ‘2015 World Tour’ which just had two stops in France, how was it? How has the tour been so far?

Yeah I am touring a lot and going back to countries that I had not gone to in awhile. I just finished 3 shows in Europe... France was amazing. The fans and new clubbers loved the house music juicy sound. Barcelona was sick as well.

Tweets by @sonicagenda

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We got the chance to sit down and chat with @HippieSabotage while they stopped in #Boston for their #pathofrighteousness tour. Check out the Sonic Agenda exclusive interview here:
sonicagenda.com/blog/2018/03/1...
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Tuesday got you down? Come on down to @ShrineFoxwoods and catch @edxMusic and @dj_tao for #ILOVETUESDAYS at #SHRINE! @NVConcepts

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I am still in Europe as I have **Pacha** in Ibiza in one week.



‘The Scream’ is your latest release on Ultra Music. This groovy house track created a lot of buzz at this year Miami Music Week. Can you tell you how the production about for this nice summer track?

I took a break from touring and wanted to create a track inspired by the producers that made me want to make music! Producers like **Shep Pettibone, David Morales** and **Masters at Work**. I found old samples and software synths and created this simple hypnotic groove with my juicy energy! It’s a special track that works well in packed dark rooms!

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Your podcast “The Juicy Show’ has over 500 episodes, what do you hope to provide fans with each week? How do you manage to keep each episode recent and unique?

The Juicy Show has been around a long time. I like to introduce new music every week that I personally think you will enjoy in your car or at the gym. I try to be as unique as possible but keep the actual vibe of one of my live DJ sets. I sometimes get on the mic and introduce each track when time permits. Lately after my DJ sets fans compliment me on the show, which is very cool!

With being a native of Puerto Rico and residing in both Miami and Ibiza how has your Spanish background influenced your production?

Well I now live only in Miami as I sold my villa in Ibiza last year. I do speak very good spanish and yes,

I have always felt some latin roots incorporated on my music. It just happens naturally on my beats and the energy. We latinos love energetic music.



House music and fashion have to come together in high regards as of late. But some may call you a pioneer to this trend as you teamed up with Armani Exchange back in 2008? Can you tell us a little about this partnership?

Back in 2008 I was doing **Juicy** branded events in Miami and Ibiza so after mixing a compilation for **Armani Exchange** we asked them to be our main sponsor and it worked! I remember getting all these clothes from them... it was a great time.

You have worked with artists over your long successful career, what is your best memory of working with an any artist? Who would you like to work currently?

I would like to remix **[emuze]Madonna[/emuze]** again as I have always been a fan of her productions. I remember remixing **Victoria Beckham's** single "*Not Such An Innocent Girl.*" I deleted most of the vocals and did a tribal dark dub. I remember **Danny Tenaglia** telling me he loved it.

With 20+ years of experience and a plethora of releases, what would be your proudest production to date and why?

I did a track called "*Funkatron*" that really shocked DJs and producers. It was so original and nothing else sounded like it. My new track "*The Scream*" has the same idea. Hypnotic and juicy!



‘Falling Deeper’ is an absolute heater! With 81k in plays on SoundCloud the fans think the same. You enlisted Shawnee Taylor to provided vocals for this track, which are a perfect fit. How did this collaboration come about?

I’ve always loved dark tribal tracks. I wanted to release a tribal house groove so I sent **Shawnee** a simple one note groove. She loved it and wanted to know what type of vocal I wanted for the track. We could do a full song or just some experimental vocals that would just sound great on a dance floor. I decided to just produce a club underground song and **Shawnee** nailed it.

What are your thoughts on the current house music scene? Who is

someone that you like that is on the rise?

I love all the new house
music that is being
released at the moment. I
like tracks by **My Digital
Enemy**, **[emuze]Bob
Sinclar**[/emuze], **Umek**, **S-
man**, **Dario Nunez**, **Agua
sin Gas**, **Rooster**, **Prok &
Fitch**, **Mark Knight**.

Before we close the interview out, what can fans expect from Robbie Rivera this summer?

I will be pushing the house
sound hardcore, so get
ready!

[soundcloud
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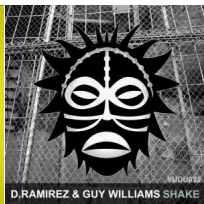
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danny tenaglia ibiza Juicy Radio Madonna
Mark Knight My Digital Enemy Prok & Fitch
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Victoria Beckham



Nino Caroselli

Nino's passion and dedication to all things EDM, bigroom and Electro came when he started as a promoter for Flavor Media. He is the lead curator of Sonic Selections: TURNT Tuesdays and FLVR Fridays!

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