

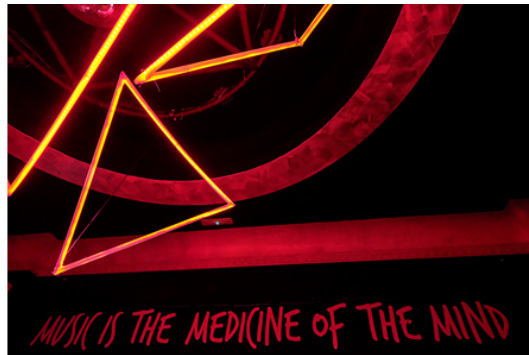
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BOAT PARTY [POSTED ON](#) October 8, 2017Words: [Olivia Ebeling](#)Images: [La Skimal](#)[SHARE THIS](#)[IBIZA VIP](#)[TWEET THIS](#)[WHERE TO STAY](#)[RENTAL](#)[GUIDE](#)[NEWS & BLOG](#)[IBIZA TV](#) [VIEW CART\(0\)](#)

A few weeks ago, Essential Ibiza got invited to join Spanish DJ and producer UNER at the Malaga edition of his new music concept Umamii, a series of immersive events that involves all five senses to create a unique and fantastical experience for techno and tech house connoisseurs.

Suitably blown away by the quirky decorations, surprising performances – there was even a tarot card reader on the dance floor – and of course the quality line-up, we managed to grab five minutes with UNER himself before he stepped behind the decks, to grill him on all things Umamii and his upcoming new album.





Thank you for the invite to check out Umamii! What was the inspiration behind the concept?

You're welcome! This is our second event, we originally had three planned but unfortunately we had to cancel the one in Barcelona because of the recent terrorist attack. The ideas for this concept have come from the whole team. We wanted to make a creative experience, not just a party. It's about expressing and involving all the senses; it's not just about the DJs and the decorations but about everything coming together and the feelings it generates.

We just bumped into a tarot card reader while dancing...

Yes, Umamii is about expecting the unexpected. Again, it is about the experience and we want the audience to enjoy every single part of it.

How did you choose the locations for the events?

We always try to find some special spots – not necessarily huge clubs, but somewhere where we can bring together the people and the decorations to create the right environment for the party.





Do you have anymore Umamii events planned for this year?

Yes, we have another one planned on December 17th in Barcelona, and potentially some more, so watch this space.

You play some huge venues in Ibiza but you have chosen more intimate spaces for Umamii. What is the difference?

I love to play everywhere, you know? In smaller clubs, I enjoy playing longer sets of three to four hours – we just did ten hours in Miami. But at the end it's just about playing music, it doesn't matter to me if it's a huge festival stage or a small club, it's about making a personal connection with the people.

How do you choose the other DJs you have invited to play at Umamii?

Like everything else, it's about the feeling. If I get a great feeling from the other DJs and they have something to say with their music, they come to Umamii. Again, the right DJs give me the right feeling. They are special, hard to explain really. I usually open for the guests and it's a great experience, we want to create a family around the world.

Apart from Umamii, what else have you been up to this summer?

The summer has been busy and crazy, as always. I've been in the studio a lot, working on the new album, and I was touring in the States because we want to bring Umamii to North America next year. So now I'm tired, but I'm ready for winter, when we'll be touring some more in the States and we'll be travelling to Asia, to Indonesia.



What are the plans for next year?

We are trying to find the right spots for more Umamii events and create something special. We don't want to do Umamii just for the sake of it, we want to work with the right promoters and the right DJs to create something great.

Can you give anything away about the new album?

Yes, it's going to be huge, a three-part record with dance music, electronic music and also classical music elements like the piano. It's a huge project because we have been working with some great artists including other DJs and vocalists from England, South Africa and the States. I wanted to create a experience with this album and explain a different kind of history with the music.

Where do you find inspiration for all your projects?

I get my inspiration when I'm travelling. Every single city and every single club I'm playing has got a different vibe and sometimes you can find something special. And of course time spent with my family and friends is a great inspiration for my music.

Information

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