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EXCLUSIVE INTERVIEW

INTERVIEW: THE HOOD INTERNET MIXES IT UP

Kim Reyes • SEP 11, 2013

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Aaron Brink and Steve Reidell decided to break out into the mash-up music scene under the moniker The Hood Internet (<http://www.djz.com/tag/the-hood-internet>) in a time when the genre was hot. Brink and Reidell, known by their DJ names ABX and STV SLV, have been releasing free mash-up songs and mixes on their website since 2007. What began as an internet project has transformed overtime to incorporate live DJ sets and a studio album of original tracks.

Before taking the stage at the San Francisco venue The Independent on August 17, Reidell briefly explained the history of how The Hood Internet came to be.

“ABX and I had a history of experimenting with looped-based software, just kind of making fun beats out of songs for our friends to rap on. The internet at the time seemed to be really receptive to mashups and I think we wanted to approach them with a little different twist.”

In order to set themselves apart from other mash-up peers like Girl Talk (<http://illegal-art.net/girltalk/>), The Hood Internet decided to curate music by fusing rap and hip-hop with indie and electronic music. These songs were not necessarily chosen for their mainstream popularity, but were tracks chosen from Brink and Reidell's own personal library of music.

However, instead of competing with the solo mash-up artist, The Hood Internet credits Girl Talk as a big influence of theirs, as well as Steinski (<http://www.steinski.com/>) (“**a sort of an 80s precursor to Girl Talk**”) and Z-Trip (<http://djztrip.com/>).

"I think Z-Trip is kind of the first people that mixed stuff in the style of what The Hood Internet is doing. He was taking like, more unlikely rock and roll samples and putting them under hip hop back in the 90s."



hoodinternet
(<http://soundcloud.com/hoodinternet>)
The Hood Internet - Mirror Vibe
(Kendrick Lamar x Cashme ...
(<http://soundcloud.com/hoodinternet/kendrick-lamar-cashmere-cat>)

0.00 | 4.34

The Hood Internet introduced their knack for blending unlikely sounds in their first mixtape, with songs like "North American Walk It Out", which fuses rapper Unk (<https://twitter.com/DjUNK>) with LCD Soundsystem (<http://www.lcdsoundsystem.com/>). With the electronic music scene coming up strongly at this point in time, Brink and Reidell had to consider how they were going to set themselves apart in the booming genre.

"There are so many club remixes and things like that, so we were like, 'Well, we should maybe take some stuff that is in our own collections that we like and construct beats out of that'. There wasn't any sort of conscious decision to do this with that— it was just sort of what we liked and what we were able to edit and piece together."

As evident by their group name, The Hood Internet is an obvious fan of rap and hip-hop music.

"I sort of didn't get into hip-hop until the end of the 90s, but I started listening to Hieroglyphics (<http://www.hieroglyphics.com/>) because a college roommate turned me on to them," Reidell says. "That kind of opened up my ears to things like Living Legends (<http://legendarymusic.net/>) and other Bay Area rap. But then some other friends introduced me to southern rap and that totally flipped my shit."

When discussing dream collaborations, it was clear that Reidell, who was coincidentally wearing a "Based" logo shirt in reference to rapper Lil B (<http://www.basedworld.com/>), has an affinity for rap music. He states that he would love to work with Mannie Fresh (<https://twitter.com/manniefresh>) ("**he's one of my favorite DJs and producers**") and even suggests that they could help Dr. Dre (<http://www.drdre.com/>) finish *Detox*.



hoodinternet
(<http://soundcloud.com/hoodinternet>)
The Hood Internet - All Gold Shuriken
(Trinidad James x ...
(<http://soundcloud.com/hoodinternet/trinidad-james-madeon>)

0.00 | 3.46

You would think that when it comes to releasing mash-up songs on the internet, copyright laws would bring The Hood Internet down. However, the duo has managed to scrape by without any legal troubles.

"I think the closest we've come to legal troubles is that sometimes on a website like SoundCloud or Youtube, the major labels will do a sweep through and take a bunch of stuff down," Reidell says.

The Hood Internet has managed to get permission from some artists to sample their music, which eliminates any doubt of copyright legality. However, this clearance does not stop the duo from getting their music taken down every once in a while, to which they will refute the claim and begin a back-and-forth process of getting their music back up.

"I think the music industry trying to protect itself from like, getting robbed on the internet is just going to keep happening and people will keep finding a way around it," Reidell says. **"It's never going to be achievable."**

With over 10 mixtapes in the past six years, it's evident that The Hood Internet has established themselves in the mash-up music genre, which Reidell admits has **"run its course to people in a lot of ways"**. Last summer The Hood Internet took a break from producing their summer series mixtape *Trillwave* to focus on their first studio album. In September 2012, *Feat* was released, which marked new beginnings for Brink and Reidell because it was an album that contained original songs with guest appearances.



hoodinternet
(<http://soundcloud.com/hoodinternet>)
The Hood Internet - On My Wildfire
(Wiz Khalifa x SBTRKT)
(<http://soundcloud.com/hoodinternet/wiz-khalifa-too-short-sbtrkt>)

0.00 | 3.12

"Feat was really influenced by records like the Handsome Boy Modeling School album, with production and a bunch of different vocalists and instrumentalists."

However, Reidell is unsure if they'll make another record exactly like *Feat*—"I think we'll make some more songs like that, though."

Right now The Hood Internet is focusing on new musical endeavors—"We're working on some new tracks with some Chicago rappers right now, and we've be doing some more remixing that's more of a proper remix, built from the ground up, rather than just kind of sampling and doing it from a mash-up approach."

The Hood Internet's popularity gained enough momentum to earn recognition by some of the artists they've sampled. Reidell says these comments are generally positive because **"it's like getting fan art"** for the artists.

"I remember early on we had done a mix of The Pack and Crystal Castles (<http://www.crystalcastles.com/>), and Ethan from Crystal Castles hit us up. He had some suggestions like, 'you should move this part here, and it'll be a better track this way', which was awesome."



hoodinternet
(<http://soundcloud.com/hoodinternet>)
The Hood Internet - I'm Shinin' Like A
Crystal (The Pack ...
(<http://soundcloud.com/hoodinternet/the-hood-internet-im-shinin-like-a-crystal-the-pack-x-crystal-castles>)

0.00 | 3.23

When Brink and Reidell aren't in the studio, they're creating a different kind of mashup in the form of Album Tacos (<http://albumtacos.tumblr.com>), a website of album covers with tacos photoshopped onto them.

"I think overall I prefer soft shell because I love a flour tortilla, but a fried flour tortilla is where it's really at. A hard shell can be alright, but I'm not super impressed with the Doritos Tacos. I think the shells are flimsy."

Reidell insists that he and Brink don't listen to other people's mashups in their downtime, but instead listen to the songs that they are interested in using for their music.

"Recently I've been listening to records around the house because it makes the music listening process active. You listen to a side, and you gotta go flip it. You don't just sort of put on a playlist and absent mindedly do some other things."

Although The Hood Internet's mixtapes are not available on vinyl, listeners can download all of their music for free on their website (www.thehoodinternet.com/). Stay up to date with what ABX and STV SLV have in store by following them on Facebook (<https://www.facebook.com/thehoodinternet>) and SoundCloud (<https://soundcloud.com/hoodinternet>).

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