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EXCLUSIVE INTERVIEW

SHOWTEK: "THE NEXT FIVE YEARS WILL BE CRAZY"

Kim Reyes • JUL 5, 2013

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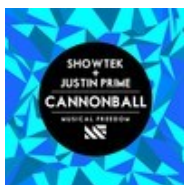
Sjoerd and Wouter Janssen, recognized worldwide by their stage name Showtek (<https://soundcloud.com/showtekmusic>), know a thing or two about Djing since they've been doing it for over 10 years. The Janssen brothers began by producing techno, but have since evolved their sound into progressive-electro, placing them squarely among the upper echelon of dance music artists.

Showtek stopped by San Francisco to perform at Ruby Skye on June 29 before they tour throughout Europe this summer. DJZ got the exclusive opportunity to sit down with the influential producers to chat about their legacy, why they've shifted away from hardstyle, and how they plan on continuing their musical hot streak.

DJZ: It's nice to have you guys in San Francisco! How has your year been in terms of touring, performing, and producing?

Sjoerd: Pretty intense. Music-wise, we had a good year. One of the best tracks for us so far was "Cannonball", together with Justin Prime (<https://soundcloud.com/justinprimemusic>), which put us - in our opinion - on the next level of artistry in EDM. The touring has been heavy sometimes because we're real studio guys, so we have to find a balance between that. Amazing time so far, right?

Wouter: Yeah, the good thing is that we've been around for like, over 10 years already. We've kind of changed the genres, and now we're in this new genre, and it feels like we have a new career at the moment. It's crazy. It's really hectic - we have 47 shows this summer in these next two months, and it's crazy, but it's a lot of fun. Not complaining.



showtekmusic
(<http://soundcloud.com/showtekmusic>)
Showtek & Justin prime - Cannonball
(Original Mix)

DJZ: How long have you been DJing for, and who do you guys credit as your influences?

Wouter: We've been DJing for over 10 years. We started with techno, and that's where our name Showtek came from. For inspirations, Dave Clarke (www.daveclarke.com/), Marco Bailey (<https://soundcloud.com/marco-bailey>), all those rough techno DJs.

Sjoerd: Also, Marco V (<https://soundcloud.com/marco-v>), Chesto (<https://soundcloud.com/mynameischesto>), Faithless (www.faithless.co.uk/).

Wouter: Prodigy (www.theprodigy.com) was one of our musical inspirations.

Sjoerd: Yeah, in the '90s it was cool! That sounds like a long time ago... It was all over the radio in our country. We listened to electronic dance music and we just grew up with it. We didn't really have any one particular somebody who was our influence, just the whole scene.

DJZ: How has your music evolved over time, in terms of genre and style?

Wouter: We started out with techno actually, and then it became more hard, like hard dance, hard style. Then we started to do some dubstep stuff in between, and now it's mainly progressive electro with a hard heart. We just like to keep reinventing ourselves to feel fresh again, because after doing hardstyle in particular for eight years, we felt like we tried all the tricks and all the tracks. We wanted to do something new. We found a new passion again in this music, which is amazing. Of course, some people were disappointed that we've kind of abandoned the sound in their opinion, but we weren't really happy anymore. The stuff we're doing right now makes us really happy.

Sjoerd: Our goal, of course, is to keep a big percentage of our fan base, and I still think, from what I've heard, that our fans like it. The die-hard guys who loved our real hard music the most go elsewhere now. The kids who love Showtek, they're the open-minded part of our fanbase. They love Snoop Dogg (www.snoop-dogg.com), Eminem (www.eminem.com/), Chesto, and Afrojack (<https://soundcloud.com/afrojack>), so if we come out with something in that direction, they're not shocked. They may have to listen to it a couple of times, but they fall in love with it, and that's really cool. We gained a lot of new fans and I think a big group of our fan base is still following us.



OWSLA

(<http://soundcloud.com/owslaofficial>)

Showtek & Noise Controllers - Get Loose (Single)

(<http://soundcloud.com/owslaofficial/sets/showtek-noise-controllers-get-loose>)

DJZ: When was the turning point in your career when you knew that you guys were influential in the EDM music scene?

Sjoerd: We already had it at an early age, I think, because when we were doing our older genre of the harder dance style. We opened doors worldwide for that music genre. We sold out the Hordern Pavilion in Sydney, Australia. 6000 people! We were doing something really big, but it was the genre on its own that blew up.

DJZ: How do you guys decide which tracks to remix, and how have you applied your signature style to these tracks?

Sjoerd: We don't remix that much because it takes too much time.

Wouter: Well, we just remixed for Alesso (<http://www.djz.com/dj/alesso/>) and Dirty South (<http://www.djz.com/dj/dirty-south/>) because we love their sounds, of course. The track "City of Dreams" is pretty progressive, and we were like, "We can make this cool with our signature." If we think we can make a track cool while still being Showtek, then we're able to do so, but we don't do a lot of remixes.

DJZ: What was it like working with Chris Brown on "Nobody's Perfect"?

Both: We never met him.

Wouter: It's a funny story. One of our friends who also wrote the first verse of the track sent the track to our publisher and said, "This is a great top line, and this is how it works. And you're going to write music under it." We wrote a crazy dance track under it, and the guy who wrote the song, Lukas Hilburt, said we should produce it together. We finished the track and Chris Brown fell in love with it, so he signed it for the album. It was out of the blue.

Sjoerd: Even though we never met Chris Brown, it's an honor to be on the album.

DJZ: What is your view on the expansion in popularity of EDM in North America with all these festivals?

Wouter: It's been blowing up like crazy.

Sjoerd: Some people are going to be like, "I've seen it, I've had enough." The good thing is that the organization, the promoters, and the DJs who bring the best quality and vibes are going to live long. The crappy promoters with shitty parties and shitty sounds will have to disappear.

Wouter: The big names in the game have been doing this for a long time, outside of North America. So, the list of demands for a quality stage is important. The level of festivals is pretty high these days. Like Sjoerd said, the shitty promoters and DJs will vanish. We're loving it at the moment. We keep playing everywhere we want to go.

Sjoerd: All the kids are going to festivals, and the market keeps on growing. Everybody wants to be a DJ or producer, so the next five or ten years will be crazy.

DJZ: That leads me to my next question - What advice would you give for new talent to go about getting noticed when there are a lots of producers coming up?

Wouter: Don't duplicate. Innovate! Just go for your own sound. It's going to take longer for you to be original, that's the thing we noticed as well. Once you figure out what you're good at and what you really like, people will start to believe in you. If you're just copying people, then you will never be in the spotlight. It will be even harder in the long run.

Showtek by Kim Reyes"">

DJZ: Is there any new talent out there that we should know about?

Wouter: We have TV Noise (<https://soundcloud.com/tvnoisemusic>) from Holland. Crazy duo and they're hilarious. There's a new guy, he's 17 and his name is Brooks, and he's crazy talented. He will be crazy in the future, so check him out.

DJZ: Any new collaborations or works in the future? Do you guys plan on exploring any other new genres?

Sjoerd: We have a new song coming up that is pretty experimental. It's definitely Showtek. But because there are so many of these tracks coming out every week - and I don't want to say it's all the same, but they're pretty similar - we need to

come out with something else to wake people up and shock them. Our new tracks have some reggae influences. It's something else. It's cool in our opinion. It varies from 130 BPM to 160 BPM back to 130 to 110.

Wouter: We like to experiment, so we're working on another progressive song but it's amazing with the crazy vocals. It's not as hard as we used to do this past year, but it's a great track and we just want to do whatever we feel like is great. It could be hard or progressive or moombah or dubstep, anything.

DJZ: What kind of music do you guys listen to in your downtime?

Wouter: I mainly listen to pop or old stuff, like old-school hip hop.

Sjoerd: I like Rihanna (www.youtube.com/user/RihannaVEVO) and Beyonce (www.youtube.com/user/beyonceVEVO).

Wouter: Poppy stuff. Practically anything besides...

Sjoerd: Not EDM. We have our sessions during the week to listen to what's cool or not. But in the car, I'm not waiting for the heavy bass or listening to EDM when I just wanna relax and hang out with my friends.

DJZ: Anything else you'd like to share with DJZ readers?

Sjoerd: We have a lot of music coming out within the next couple of months, so be prepared for some Showtek bangers. For more information, check out our Facebook (<https://www.facebook.com/showtekofficial>), and thank you for your support!

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