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Term Project Proposal: Boiler Room

**Objective:**

The project objective is showcasing a design of a website where I will provide information about Boiler Room as well as share some of my favorite sets in Boiler Room. To put into perspective, Boiler Room is an online music broadcasting platform based in London, which commission and streams live music session from around the world. It’s music programming originally focused on electronic music such as garage, techno, house and dub but have quickly expand to include grime, hip-hop, classical, and jazz as of today. The website will allow users to be understand what Boiler Room is, what genre it broadcasts, the history behind it, the awards it received, watch some of the most interesting DJ sets it has organized in the past, upcoming events that the platform will organize, and finally see the various amazing merchandises sold by the platform. Furthermore, I will link the merchandise and DJ set page to the official Boiler Room website so users can find out wider selections of Boiler Room’s merchandise and DJ set that I did not include on the website, etc. Boiler Room has introduced me to the art of House and Techno music since I was 17, and by creating this fan-site, I wish to amplify the platform’s message in raising awareness of House and Techno music to the younger Gen-Z youths.

**Outline:**

1. **Home Page:** this page would provide brief overview about what Boiler Room is, what genre it broadcasts, and I will make the home page more aesthetic by including snapshots of iconic Boiler Room DJ sets. The page is an introduction to Boiler Room and why it is unique compared to other music broadcasters.
2. **About Us:** this is a page dedicated for website users to get to know more about what Boiler Room is and the Genre that it broadcasts. Other than that, I will also provide a brief introduction about myself as the author the website and as an avid fan of Boiler Room.

**About Boiler Room:**

A person standing next to a computer

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<https://boilerroom.tv/cdn-cgi/image/width=3150,height=1653,fit=cover,format=auto/https://videos.boilerroom.tv/assets/5717_Y1high_resolution.jpg>

Boiler Room (BR) is an online music broadcasting platform that is based in London, which commissions and streams live underground music sessions from various countries all over the world. Founded in 2010, BR has hosted live shows in over 100 cities globally. This includes regular operations in major hotspot such as New York, Amsterdam, London, Berlin, Lisbon, Mexico City, Sao Paulo, Krakow, Tokyo, Sydney, Lima, and LA, where the platform produces on average 30 new shows per month. The music programming of the platform focuses mainly on underground electronic music genres such as House, Techno, Garage, but now has extended to include Grime, Hip Hop, and Jazz.

According to The Guardian, by 2015, BR had streamed over 3.5 billion minutes of music with audience up to 400,000 who watches the broadcast. BR increased was able to capture significant amount of following between 2017 and 2017 due to number of creative marketing strategies and new initiatives which includes series and documentaries of underground scene around the world. Since 2018, BR has launched 4:3 by BR system, a program created in partnership with Gaika that uncovers the impact of migration on music: borderless cultural movement that grow from underground subcultures to worldwide mainstream success; contemporary scenes, exploring underground collectives, artists and subcultures from around the world; and low heat, a documentary of parties and films celebrating the emergence of new artists.

**About Me:**

Hi folks, my name is Ardian Sukamdani, and I am a 21-year-old Boiler Room fan from Indonesia. Although I was born in Singapore, I have lived my whole life in Jakarta, Indonesia, and as of now, I am currently residing in Boston, MA to finish my undergraduate education at Babson College. My love for Boiler Room and the underground electronic music scene in general began 4 years ago, when I first came to Boston. During that time, people know me as an indie person and hip-hop person that likes to listen to 2Pac, Goldlink and Rex Orange County all day all night. This changed 100% when senior who was a techno enthusiast at that time invited me to go to this underground rave place in Cambridge, Massachusettts where all the legendary house and techno DJ play their groovy tracks. The experience totally opened my mind, and I fell in love instantly with the energy and vibration of the underground house scene. After that event, my seniors introduced me to different DJ sets that are available in a platform that was alien to me – Boiler Room. Despite my unfamiliarity with the platform, I browsed through all the DJ sets in BR’s YT account; the platform instantly became the gateway for me to explore the house and music techno music. Flash forward 4 years later, I have gone to more than 10 techno festival and 3 BR DJ sets in Europe and NY.

1. **Contact Us:** This is a page where website users can contact me (fan) or the Boiler Room Team directly if they have any questions regarding information on the website.

**Please fill in the comment section below if you have any inquiries regarding this page. Thanks!**

**Name:**

**Age:**

**Email:**

**How did you find this website:**

1. **Instagram**
2. **Facebook**
3. **Whatsapp**
4. **Others: \_\_\_\_\_\_\_\_**

**Message: \_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **History of Boiler Room:** The page is dedicated to explaining the history behind the founding of Boiler Room and how it has evolved over the time

### 2010: The Beginnings

### <https://youtu.be/gluLB_L8Wi0>

### In March 2010, Blaise Nelville invited Thristian Richards and NTS Radio Founder, Femi Adeyemi to record a mix of his magazine platform. This initiative coincided with Bellville trying to persuade investors to convert a warehouse into artist studios

### “One night I was wandering around the building and found this old Boiler Room, it was Fucking Cool”, as Belville told The Guardian in 2015. “I moved my turntables in there, bought a shitty little CDJ, and the plan was to record mixes every weekend. I realized we could record one cheap camera and broadcast it live. It looks like a teenage hangout in a bed room”

### Belville then proceed to take the sigh off the wall and decided it would be their logo. This is how BR got its infamous name.

### What seemed to be a one-off mix session became an event that reiterate every week. The format was really simple, although entirely Do-It-Yourself (DIY). A web camera pointed to the front of the deck, while group of people danced behind the guest DJ. Soon, many people began to come to the session regularly. It created a new experience that combined the feeling of being fly on the wall of an event from afar with the excitement of dance music.

### By the end of the first year, BR had hosted many famous underground house and techno DJs such as Theo Parrish, Jammie xx, SBTRKT, Hudson Mohawke, Jamie Woon, Mount Kimbie, Falty DL, James Blake, and Ben UFO.

### 2011: On The Road

### <https://youtu.be/HzA-u2GpSv0>

### In August 2011, BR decided it was time to take their show on the road, and share the experience to the rest of the world, First stop was Germany, in which music festival curator Michael Stangl ran of the first show in Germany. Belville, Thristian and the rest of the crew decided they need a superstar DJ to become the anchor of the lineup. They got Diplo.

### “Diplo Played the most awful set ever” as Belville reminisced about Diplo’s set in Germany. “He’s a great DJ, but he thought he was in Vegas. Things like that provoked the reaction online that helped us find our voice. It allowed people to come together and say: “this is sh\*t”. It was a turning point for BR because they now realised that they would not get bigger if they turn commercial. The fan base liked underground music and so did the co-founders.

### 2012: The Brand Grows

### <https://youtu.be/e8WVP3ClDsM>

### The BR team realized it wasn’t time to go commercial and instead focuses their initiatives on local scenes around the world. The key was finding hidden gem in different hubs as the online audience demanded more underground music sessions.

### Snapping up a ticket to a BR show was in itself a flex, but the cultural clout of being on camera at BR became attached with the brand. Soon people were watching streams to catch an audience making fool of themselves or becoming the next best meme.

### 2014: Pushing Boundaries

### <https://youtu.be/e8WVP3ClDsM>

### Many could say grimes pushed BR over the edge because soon enough, the brand was no longer characterised by dance music. A shift to classical music was an unexpected turn. Still, sets by composer Ryuichi Sakamoto and contemporary composers Nils Frahm signalled an exciting departure from the old structure of the show.

### As more genres are covered, the shows themselves became bigger. “We did a broadcast from a Roman amphitheatre at Dimensions festival with darkside and Caribou” Belville told the fader in 2016. It was beyong what BR had achieved, and they were able to pull it off successfully. It opened doors for the platform, where the platform took the same policy and implement it to other things that has nothing to do with DJ Sets.

### 2016: Boiler Room Heads To China And Ends Their Chatroom

### <https://youtu.be/BVW0OgxeH6I>

### Ask anyone who attended a BR show, and many would agree that it is absurdly fun. It wasn’t before long the brand began to explore different corners of the world to bring its hedonistic experience. In 2016, BR came to china to get the infamous London underground music, beginning with the set from Disclosure.

### But this grand occasion was overshadowed by another issue bubbling under the surface for nearly five years of the streaming’s existence. BR streaming service, which as accompanied by a chatroom that encouraged discussion, community and transparency had taken an ugly turn.

### 2018: Documentary Season

### <https://youtu.be/-KaHEdO2fVk>

### After reaching the peak of streaming with ventures in VR, BR turned into documentaries. BR launched a weekly series exploring overlooked music genres as well as a morning chat called Breakfast With Shy.

### “We’ve had our roots in real-life experiences.” Said chief content officer Stephen Mai. In the crowded market of digital content, the regular connection with the audience means that the audience have special connection with the brand. There are so many stories that weren’t being told around music, subcultures, and youths in general. These factors present massive opportunities for BR to grow new audiences.

### 2020: To Another Decade

### <https://youtu.be/z1ArmXZelrU>

### In its 10th year, BR celebrated its second music festival as well as numerous events all over the world. Sydney was filled up with amazing lineup of international stars that played house and techno. The lineup of the event included Ayebatonye, Bumonou, DJ Boring, Ex-Terrestrial, Merph and Nazira.

1. **Awards:** this page will list all the numerous awards Boiler Room have received as a music broadcaster platform that specializes in Electronic Music

### 4:3

### Gold Lovies – Best Music and Culture Platform[[56]](https://en.wikipedia.org/wiki/Boiler_Room_(music_broadcaster)#cite_note-auto-56)

### Peoples Choice Lovies – Best Music and Culture Platform[[56]](https://en.wikipedia.org/wiki/Boiler_Room_(music_broadcaster)#cite_note-auto-56)

### Digiday Media Awards – Best New Vertical[[57]](https://en.wikipedia.org/wiki/Boiler_Room_(music_broadcaster)#cite_note-auto4-57)

### The Drum DADI Awards – Best Digital Strategy[[58]](https://en.wikipedia.org/wiki/Boiler_Room_(music_broadcaster)#cite_note-auto3-58)

### The Drum DADI Awards – Best News Media Website[[58]](https://en.wikipedia.org/wiki/Boiler_Room_(music_broadcaster)#cite_note-auto3-58)

### Webbys – Best Music Website[[59]](https://en.wikipedia.org/wiki/Boiler_Room_(music_broadcaster)#cite_note-59)

### System and Migrant Sound

* Webbys – Social Content Series & Campaigns – Migrant Sounds[[60]](https://en.wikipedia.org/wiki/Boiler_Room_(music_broadcaster)#cite_note-auto2-60)
* The Drum Content Awards – Best News Marketing Strategy – System – Highly Commended[[61]](https://en.wikipedia.org/wiki/Boiler_Room_(music_broadcaster)#cite_note-61)
* Drum Marketing Awards – Best Music and Entertainment Campaign – System
* The Drum Awards – Best Media Content Marketing Campaign – System

### Contemporary Scenes

* Webbys – General Social-Music for Social – Contemporary Scenes

### Individual and team awards

* The Drum Digerati – Stephen Mai (Top 100 in Digital)
* Campaign's Power 100 – Stephen Mai (Top 100 in Marketing)
* Jodie Nicholson – Alternative Power 100 Music List
* Video Team of the Year – Digiday Media Awards

1. **Events:** this page will describe the upcoming boiler room events that will happen specifically in the US (Paris and Barcelona)

[**https://boilerroom.tv/session/boiler-room-possession-paris**](https://boilerroom.tv/session/boiler-room-possession-paris)

* **Text

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* **BOILER ROOM PARIS: POSESSION**
  + On Saturday 11 December, BR will be broadcasting from inside Posession, the center of underground techno raves in Paris. This stands as Boiler Room’s biggest collaboration until today, taking place in the gigantic industrial space, Parc des Expositions Paris Le Bourget.
  + For this end of the winter event, the programme is as stacked as ever: there will the legendary I Hate Models who will bring the vibrant, and hard-edged industrial sounds. You can also catch amazing live sets from the producer of ‘rural women’ : Vladimir Dubyshkin as as the berliner 9999999. Other top techno DJ such as Hector Oaks, Posession Resident Parfait, along with Anetha, DJ Gigola, KI/KI, Lucinee, Mac Declos MRD, Nene H, Trym, Varya Karpova, Viper Diva, AIROD and Techno Mainstay VTSS will also be featured in the new year set.
* Click here for more info: <https://boilerroom.tv/session/boiler-room-possession-paris>

[**https://boilerroom.tv/session/boiler-room-x-hex-pres-hard-dance**](https://boilerroom.tv/session/boiler-room-x-hex-pres-hard-dance)

* **Text

  Description automatically generated**
* BOILER ROOM X HEX BARCELONA PRES: HARD DANCE
  + Boiler room is back in Barcelona with HEX - & Harder than before for the hallmark of 2021. The current lineup are well knowned techno DJs such as Shlømo, Hadone (live!), Ancient Methods, Reka, plus residents Lorenzo Raganzini & Paolo Ferrara. Limited tickets are available, so go grab your tickets now
  + Click here for more info:<https://boilerroom.tv/session/boiler-room-x-hex-pres-hard-dance>

1. **DJ Sets:** this page will describe the numerous DJ sets Boiler Room has organized in the past. The subpages will divide the compilation of DJ sets into different genres (mainly House, Techno and UK Garage).
   * **House Sets:** I will showcase video/picture of 1-2 Boiler Room sets from several different locations that are associated with the house music genre

|  |  |
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| **What is house music?**  **House is a genre of Electronic Music that is characterized with a repetitive four-on-the-floor ebat and a typical tempo of 120 to 130 BPM. The genre was created by DJs and producers from the Chicaco underground scene in the 1980s, as DJs in the sub-culture began to alter disco songs to add deeper basslines and more mechanical beat.**  **The genre was pioneered by DJs from Chicago and New York City such as Frankie Knuckles, Larry Levan, Ron Hardy, Jesse Saunders, Chip E, Steve Hurley, and Farley Funk, Marshall Jefferson, Phuture and others. From the beginning in the Chicago club, the genre grew internationally to London, other American cities, and now becoming a worldwide phenomenon. Today, the genre is preserved with popular acts such as DJ Boring and Disclosure who I can say represent two of the best House Sets in the BR platform.** | |
| [**https://www.youtube.com/watch?v=1JD4hM42-ag&ab\_channel=BoilerRoom**](https://www.youtube.com/watch?v=1JD4hM42-ag&ab_channel=BoilerRoom) | [**https://www.youtube.com/watch?v=e8WVP3ClDsM&t=974s&ab\_channel=BoilerRoom**](https://www.youtube.com/watch?v=e8WVP3ClDsM&t=974s&ab_channel=BoilerRoom) |
| **DJ Boring Set**  **DJ BORING or known as Tristan Hallis can be one of the most ironically named producer/DJ today. With energetic journeys into hidden gems and future classics, nothing about his sets are actually boring. DJ Boring mostly inhabits a space where 90s trance mix well with old-school house, and Belgium techno syncs.**  **Boring meets each mix physicaly with highly infectious performance that are compelling to watch in the Studio. Whether its Detroit techno inspired or Chicago house layered with obscure Youtube samples, his productions are birthed in hardware and imbued with energetic personality – something that is lacking in many electronic music productions today.**  **The unique trait shines through in his new live show where controllers and hardware become an extension of his vibrant and creative self, which he manifest into a fresh take of his music.** | **Disclosure Set**  **Disclosure is an English electronic music duo which consists brothers Howard and Guy Lawrence. They grew in Reigate, Surrey. Their debut studio album, Settle was released on 3 June 2013 by PMR records, which was nominated for Best Dance/Electronic Album at the 2014 Grammy Awards. Afterwards, on 25 September 2015, they released their second studio album, Caracal, which was also nominated for the Best Dance/Electronic Album at the 2016 Grammy Awards. Their third studio album,**[***Energy***](https://en.wikipedia.org/wiki/Energy_(Disclosure_album))**, was released on 28 August 2020, and was nominated for Best Dance/Electronic Album at the**[**2021 Grammy Awards**](https://en.wikipedia.org/wiki/63rd_Annual_Grammy_Awards)**, alongside the fourth single from the album, "**[**My High**](https://en.wikipedia.org/wiki/My_High)**", which was nominated for**[**Best Dance Recording**](https://en.wikipedia.org/wiki/Grammy_Award_for_Best_Dance_Recording)**.**  **Personally, Disclosure is one of my top DJs that I adore the most, in which “What’s in your head” that is produced under the Album Settle is the best house track that I have listened in a while. With a mix of old-school and new sounds, disclosure never disappoints as the duo always deliver the best out of the house music genre.** |
| **Click here for more BR House Sets:** [**https://boilerroom.tv/genre/house**](https://boilerroom.tv/genre/house) | |

* + **Techno Sets:** I will showcase video/picture of 1-2 Boiler Room sets from several different locations that are associated with the techno music genre

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| **What is techno music?**  **Techno is a genre of EDM that is characterized by a repetitive and hard four on the floor beat, which is produced for use in a continuous DJ set. The rhythm is often in common time (4/4), while tempo varies between 120 to 150 BPM. Techno Artists usually use electronic instruments such as drum, machines, sequencers, and synthesizers as well as digital audio workstations to produce techno music. Drum machines from the 1980s such as Roland’s TR-808 and TR-909 are highly prized by contemporary artists, and software emulations of retro instruments are popularly used to refurbish classic tracks.**  **The use of the term “Techno” to refer to the sub-genre in EDM originated in Germany in the early 1980s. Following the UK release of compilation Techno! The New Dance Sound of Detroit in the UK, the term became closely associated with a unique form of EDM that that is produced in Detroit. Detroit Techno were then popularized by artists such as Kraftwerk, Giorgio Moroder (Daft Punk) and Yellow Magic Orchestra. Right now, Techno have become a popular underground music in other parts of the world such as Western Europe, Eastern Europe, South America, and to some extent the middle east. Today, the genre is preserved with unique acts such as KInK and Sama’ Abdulhadi who represent two of the most energetic BR techno sets.** | |
| [**https://boilerroom.tv/recording/kink-1**](https://boilerroom.tv/recording/kink-1) | [**https://www.youtube.com/watch?v=x9VYKrtziSg&t=2271s&ab\_channel=BoilerRoom**](https://www.youtube.com/watch?v=x9VYKrtziSg&t=2271s&ab_channel=BoilerRoom) |
| **Kink DJ Set**  **Bulgarian techno producer and DJ KiNK (A.K.A Strahil Velchev) is highly celebrated for his spontaneous and dynamic live performances, in which he utilizes a wide array of analog synthesizers and controllers in real time. His music productions are both playful, experimental, and combines good mixtures of house, techno, and acid, which are inspired by Jazz and the early rave scene.**  **Since he began attracting international attention around 2008, he has performed at a never-ending list of clubs and festivals across the world, and remixed tracks by popular DJs such as Nina Kraviz, Trentemeller, Matthew Dear, and many other more. His extensive discography, with releases on labels such as Ovum, Rush Hour, and Running Black includes techno anthems such as 2015’s “Cloud Generator” and “Valentine’s Groove”.** | **Sama’ Abdulhadi**  **Sama Abdulhadi, who are also known as the “queen of the Palestinian Techno Scene” has become internationally recognized as a powerful force in the dance music until her gig in Palestine last year went havoc, threatening not only her career, but her safety and freedom as she was detained by the Palestinian Authority.**  **An artist that is determined to her talent in Electronic Music, Sama is currently fighting for her work to be heard, and for the rest of the underground techno community to connect with her and her fellow Palestinians. Sirin Kale, a journalist have discovered how Sama’s life was saved by Techno, and how she is rebuilding her life, the techno scene after a dangerous time living under both Palestinian and Israeli authorities.** |
| **Click here for more BR Techno Sets:** [**https://boilerroom.tv/genre/techno**](https://boilerroom.tv/genre/techno) | |

* + **Garage Sets:** I will showcase video/picture of 1-2 Boiler Room sets from several different locations that are associated with the garage music genre

|  |  |
| --- | --- |
| **What is UKG music?**  **UK Garage or abbreviated as UKG is a genre of EDM which originated in England during the early 1990s. The genre was inspired by Garage House, but also appreciates elements from dance-pop, Jungle, and R&B. It is defined by percussive, shuffled rhythm with syncopated hi-hats, snares, and cymbals, and in some cases include 4/4 house kick pattern or more irregular 2-step rhythms. Other than that, Garage tracks also feature ‘Chopped Up’ and pitch-shifted vocal samples that complement the rhythmic structure at a tempo around ~ 130 BPM.**  **Today, UK Garage have largely subsumed into other styles of modern music production which include bassline, grime and dubsteb. The genre is largely preserved with popular acts such as Conducta and Jeremy Sylvester who I can say represent two of the best House Sets in the BR platform.** | |
| [**https://www.youtube.com/watch?v=pPYo9-hIecc&ab\_channel=BoilerRoom**](https://www.youtube.com/watch?v=pPYo9-hIecc&ab_channel=BoilerRoom) | [**https://boilerroom.tv/recording/jeremy-sylvester-eris-drew-x-boiler-room-move-launch**](https://boilerroom.tv/recording/jeremy-sylvester-eris-drew-x-boiler-room-move-launch) |
| **Conducta DJ Set**  Conducta is currently spearheading the new wave of UK garage scene. His perfect productions, genre-traversing DJ sets and Kiwi Rekords label made him an amazing Black British success story in the music industry.  In 2012, he released his first full single, ‘Change My World’ and started to appear on major line ups regularly in the UK, which catch the attention of garage legends such as DJ EZ, Tuff Jam, MJ Cole, and Artful Doger. Furthermore, Conducta has also build a flawless production as he was able to create a smooth remixes of popular acts such as as J Hus, MoStack, Jorja Smith, Cadenza, Ray BLK, Goldlink, Skrillex and many other more in the past few years. | **Jeremy Sylvester DJ Set**  **Jeremy Sylvestere is a highly significant figure in the UK Garage and House scene. He is a producer, remixer, and DJ from London UK, while also the founder and managing director of “Urban Dubz” and “Love House Records”. Jeremy has had big musical influence since he was a child. His first encounter of music were directly exposed by his father, a member of the J.A.L.N Band that became a successful disco band in the late 70s.**  **He claims a huge backlist of remixes and has been regular collaborator with many established dance producers. Other than that, he also previously ventured into the Jungle-Drum n Bass production in the early 90s before diving in permanently into mid-tempo dance music.** |
| **Click here for more BR Garage Sets:** [**https://boilerroom.tv/genre/garage**](https://boilerroom.tv/genre/garage) | |

1. **Merchandise:** this page will describe the variety of merchandise that Boiler Room sells. The subpages will showcase and describe the merchandise based on four main categories: T-Shirt, sweatshirts, bottoms, and accessories. 
   * **T-Shirt:** I will list 2-3 Boiler Room top-rated T-shirts here. People use this merchandise when going to Boiler Room’s set.

**A group of t-shirts

Description automatically generated with medium confidence**

<https://cdn.shopify.com/s/files/1/0012/1454/5972/products/Tee1-1_2500SQ.jpg?v=1620840416>

<https://cdn.shopify.com/s/files/1/0012/1454/5972/products/EDFRNT_03.jpg?v=1623838391>

<https://cdn.shopify.com/s/files/1/0012/1454/5972/products/BLK_SS_SQ.jpg?v=1633432454>

* + **Sweatshirts:** I will list 2-3 Boiler Room top-rated accessories here. the sweatshirts are limited edition items that can only be bought in limited times only.

**A picture containing text

Description automatically generated**

<https://cdn.shopify.com/s/files/1/0012/1454/5972/products/Hoody1-1_2500SQ_93a3a3f7-3bed-4408-ad61-efec7bc55668.jpg?v=1619627987>

<https://cdn.shopify.com/s/files/1/0012/1454/5972/products/Crew1-1_2500SQ.jpg?v=1619621881>

<https://cdn.shopify.com/s/files/1/0012/1454/5972/products/EDFRNT_09.jpg?v=1623838507>

**Reference:**

<https://boilerroom.tv/upcoming>

<https://en.wikipedia.org/wiki/Boiler_Room_(music_broadcaster)>

<https://www.coolaccidents.com/news/history-of-boiler-room>