

# FREQUENCY

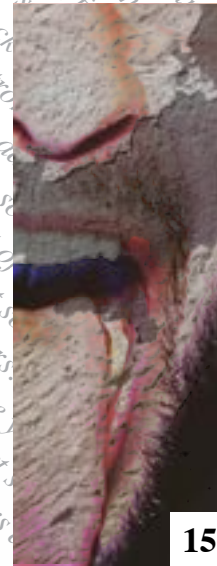


Boston

vol. 1



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# Starting Fresh

As a student of International Business at Northeastern University in Boston, Sidney Li has a love for house music that started as a passion and has since evolved into a creative outlet. With only a month of experience under her belt, Sidney has given herself some ambitious goals she hopes to achieve by the end of her college career.

Growing up in Cleveland, Sidney always had a love for music and learned to play a few instruments, including the cello. But it wasn't until she started exploring house music and attending live performances while in Europe that she really fell in love with it. She was drawn to the idea of bringing people together through the power of music and wanted to find a way to contribute to that space.

Sidney's taste in house music has evolved since she first started listening to it. In her semester abroad in Europe, she sought out places that played more unique, tribal house. In Boston, she's found some great spots that play a variety of house, including events thrown by the group Province 44. She's also interested in exploring the techno scene in Cambridge.

Now, as a bedroom DJ, Sidney's goal is to eventually play a gig at a bar or club before graduation. She's already gaining experience by practicing and finding new music to add to her set. Sidney is a Rekordbox user and has found between their resources and YouTube tutorials, there is plenty of information freely available to become a DJ. With the boom of new DJs over the past few years, Sidney has noticed she has several friends that are in a similar position in their DJ career to herself. She plans on continuing to work on her mixing skills along with the help and accountability of other DJ friends to continue to develop her talent.

Overall, this beginner DJ is on a journey to discover her place in the music world. With her love for house music and creative side, she's eager to bring her own flavor to the club scene. Sidney is looking forward to continuing her growth and can't wait to see where her passion takes her next.









# Rising from the Crowd

DJ Jake Kovinsky, a cognitive science major and fraternity DJ at Boston College, shares his journey into the world of DJing and the importance of live music. Jake started DJing because of a lack of uniqueness in the music scene. He saw an opportunity to bring a new perspective to small settings and parties and decided to take matters into his own hands.

Jake purchased his first DJ board in high school and practiced mixing back and forth between Shoreline Mafia songs, but did not get far past the surface-level attraction of pressing flashing buttons. He put it away for two years and got back into DJing when he got to college and saw the potential for live music to bring people together and create a more powerful atmosphere. He mentions the reliance on algorithms for music selection and the lack of exploration and diversity in the music scene.

Jake believes in the power of music to influence people's emotions and psychology and sees himself as an advocate for live music. He takes a unique approach to DJing, using algorithms to his advantage to find music that people may not have heard before and tries to challenge the norm by playing alternative artists in EDM-oriented events. He believes that putting effort into what people are hearing and the type of music that's circulating around them can be a powerful tool for bringing people together.

Jake is a rising talent in the world of DJing and is dedicated to bringing a new perspective to the music scene. With his background in cognitive science, he understands the power of music to affect people's emotions and is committed to creating a more diverse and exploratory atmosphere.







# From Bedroom

DJ Thailer is a marketing student at Boston University who has recently found a passion for DJing. With a background in music and a love for experimenting, Thailer's journey to becoming a DJ began a few years ago when he first stumbled upon the Boiler Room set of Kaytranada. He was inspired by the fact that a small controller could capture such a large audience and decided to give it a try himself.

Thailer's love for music started at a young age and has always had great taste in music. He would often play music for his friends and control the AUX cord at parties, and DJing seemed like the natural next step for him to introduce people to new music in a unique and engaging way.

At first, Thailer taught himself how to DJ through YouTube videos and by experimenting. He quickly realized that he needed to master the basics and watched numerous tutorials to learn the different techniques. He then started to put his own spin on these techniques and created a style that was completely unique to him.

Thailer notes one of his biggest milestones as when he stopped thinking about the buttons he was pressing and just let the music flow as he wanted. He compares it to when you are first learning to drive a car and all of a sudden the things that were a challenge at first become second nature.

Thailer's first large performance was at a local house bar, and it was a big transition from playing in his bedroom to playing on a stage. He had previously played at house parties, so he had an understanding of what the crowd would react to, but moving from a controller to CDJs was a big change. He had to relearn all the little things that he had put into muscle memory, but once he got the hang of it, he was able to play as himself.

Thailer's journey to becoming a DJ has been filled with experimentation, hard work, and a love for music. He has come a long way from playing in his bedroom to performing on a stage, and he is just getting started.



# to stage







# THIRSTY

Exhausted from a long week that ends on a Thursday, I (DJ Dex) wake up from my 30-minute nap at 8:00 p.m. I put a k-cup into my Keurig, shower, grab my coffee, then head to my living room where my roommates are pregaming to come to my place of work. People say if you love what you do, you never work a day in your life. I get paid \$300 to DJ for 5 hours surrounded by all of my friends, and where else are you encouraged to drink on the job? I love DJing.

I have been DJing at Two Saints tavern, known by all Northeastern students as OHE, the abbreviation of its old name “Our House East”, for the past few years. Thursday is the only night that the bar gets completely packed anymore, and with a max capacity of around 200, people are willing to wait in an hour long line before the music even starts to guarantee they will get their 1oz shots of well vodka and be body to body with classmates and familiar strangers.

I get to the bar at around 8:40 pm, setup my equipment in five minutes, take a shot of Jameson with the bartender Mikey, grab a Bud Light from manager Robby, and tell them to switch the music over to me in 5 minutes.

The other day I came across one of my old sets from a middle school dance that I thought would be interesting to pull some songs from, but after looking at around 100 of them, I realized they are all already in my Thursday night set. Like a middle school dance, people slowly shuffle in from the bar side of the venue to the open room with the dance floor that I am DJing in. With the bar already having a full crowd by 9 pm, I need to pace my set. I typically start off with some early 2010s Rihanna, Jay-Z, and, of course, Drake. Small groups of people will sing their heart out “Under my Umbrella ela ela ela.”

This is the set I always look forward to the most. I get to drink and hang out with my friends while playing songs that I and everyone else at the bar grew up with. Nothing gets people singing more than reminiscent pop songs from Pitbull, Ne-Yo, Flo-rida, and so on. That genre is probably my deepest bag.

The room is reaching peak college bar. You can feel the heat of sweaty bodies, spilled vodka cans sticking to the bottom of your feet, and desperately horny college students.

Floating up from around 80 bpm to the early 100s by close to 10:30, I see I need to start mixing in some songs in double time. On my way, I try to hit a bit of a Spanish cut to keep the 10 people harrassing me with Bad Bunny requests happy. I move to the David Guetta and Pitbull part of my set. All sing-alongs with a few bridges to stretch the time out: Fetty Wap, Rae Sremmurd, Beyonce.

Depending on how many of my friends have brought me over a drink really affects how much mic work I'll be doing. I'll occasionally mix in a “Northeastern where we at,” “Northeastern I need you to sing this one,” or “tip your bartenders” (got to keep the bartenders happy of course). Coming to around 11:00 I am taking some risks on songs. I typically end up moving towards club remixes of popular songs, rolling in the deep, finesse, etc. I like these songs, and when I go out, I am the type of person that will dance to whatever the DJ plays, but as a DJ, I'm not a big fan of heavy edm/house songs in a venue like this because people can't sing the words, so it's even harder to read a crowd reaction. So, I'll typically mix that until I don't have anything left in that short bag.

# THURSDAY

Around 1:00 am you get a weird group of people. Some people genuinely are having a great time with their friends, sloppy drunk people making out, and then some lurkers. To close out the night I am hardly DJing anymore. I will play through some popular rap songs – Dreams and Nightmares, Rae Sremmurd, Macklemore, and stuff that will keep drunk people moving.

By the last few songs, depending on the crowd, I might keep rolling with the rap music, or give up on DJing altogether and jump cut between some sing-along songs from my “White People Music” Folder – “Your Love”, “Like a Virgin”, “Wanna Dance with Somebody”. It is a zoo, and being on the other side of the glass, watching how drunk people interact throughout the night, is incredibly entertaining and uncomfortable. Regardless, I do what I can to make people dance, sing, and have a good night. “Thank you for coming out tonight, my name is DJ Dex, tip your bartenders, close your tabs, and get home safe. Enjoy the rest of your night.”

















BIG

NIGHT



# BIG NIGHT

Big Night is an entertainment, hospitality, creative, marketing, music, and media company founded in 2006 by veteran nightclub owners Ed Kane, Joe Kane and Randy Greenstein. Big Night Venues include: Big Night Live featuring Studio B and Guy Fieri's Tequila Cocina, Mystique and Memoire at Encore Boston Harbor, The Grand, Empire, Guy Fieri's Boston Kitchen + Bar, Red Lantern, Scorpion Bar, and Versus.

In a city that is primarily oriented around the bar scene, big night owns the largest clubs in the city. The venues provide an experience similar to what you would expect at clubs in New York or Miami: extravagant bottle service, dressed up patrons, and club music that is a nice break from your average Boston bar.





Maisy’s journey into the world of DJing began just over a year ago. She was introduced to it by a friend at a house party. What started out as a fascination with the bright colors and array of buttons quickly developed into an ability to mix music. It wasn’t long before she started getting gigs at smaller venues and working her way up the ladder.

Networking was fundamental in Maisy’s rapid growth on the scene. Maisy explained that she has to be able to connect with other DJs and performers to get gigs. “It’s all about who you know,” she said. “You have to be able to network and make connections.”

In addition to playing sets at local bars and dinner sets and finer establishments, Maisy performs frequently as an opener for other performers at big venues such as The Grand or Memoire. Maisy is responsible for getting the crowd hyped up and ready for the main act. It’s a challenging job that requires a lot of energy and skill. “I have to read the crowd and figure out what kind of music will get them excited,” Maisy explained.



One of the biggest challenges Maisy faces is preparing for different venues and headline acts. Each venue and headliner has a different vibe and requires a different approach. Maisy has to come up with a unique set for each venue, which means a lot of preparation goes into each gig. “I have to think about the crowd, the genre of music, and the energy level,” she said.

When it comes to her goals, Maisy is focused on continuing to grow as a DJ. She’s always looking for new opportunities to improve her skills and expand her reach. “I want to keep learning and growing as a DJ,” he said. “I love what I do, and I want to keep doing it for as long as I can.” Maisy says that her next goal would be to headline a large venue.

Being a DJ who opens for others is a unique and challenging job that requires a lot of skill and energy. Maisy has worked hard to get where he is today and continues to strive for greatness. If you’re interested in becoming a DJ, take a cue from Maisy and focus on networking, preparation, and growth.







# Roaring 20s

Province 44 is a unique immersive house music experience that was started back in 2018 by some Northeastern students in Boston. The founders, Henry Davies and a couple of his friends, started the group initially by throwing house parties and then built up the following from there. The Province 44 team then moved into the back of Boston nightclub Icon in 2019, booking DJs to cater to the European crowd and bring their sound to the States. They had a unique opportunity in Boston, where the barrier to entry with electronic music is typically lower than in New York or Miami, so they had the chance to grow and expand their following.

The objective of Province 44 is to redefine house and techno culture in Boston and bring it to New England, given that Boston is not known as a hub for house music and techno music. According to the team, they want to bring a unique and immersive experience with a floor focus on house and techno music.

In August, Province 44 officially launched their 22-23 season, marking the beginning of a new chapter in the history of house music in Boston. The schedule has gone along with semesters, according to the schedule of universities in the area. According to the team, a big percentage of their presence is the international crowd, especially among university students and students that have stayed post-graduation, but more recently, they have been expanding their demographic to include some younger professionals and even just some house heads on the older side of the spectrum. They have come a long way since their first house parties and pop-up events, and they are now in their home in Chinatown, where they have hosted several events that have attracted a diverse crowd of house music enthusiasts.

Province 44's music is totally different from anything else that you will find in Boston compared to open-format or pop music like Big Night Entertainment. The team is bringing a unique experience that is not just about the music but also about the vibe, the atmosphere, and the people. They have created a space where people can come together, enjoy great music, and connect with like-minded individuals.

Province 44 is a rising force in the house music scene in Boston, bringing a uniquely immersive experience that is not just about the music but also about the people. With their success in attracting a diverse crowd, they are expanding their demographic and redefining house and techno culture in Boston and beyond. It is exciting to see what the future holds for Province 44 and how they will continue to shape the house music scene in Boston.



**Q: Can you tell us about your role in Province 44 and your experience as a DJ?**

**A:** My name is Lucas, and I am a DJ for Province 44. I have been passionate about house and techno music for a while now, and I started DJing in early 2021. Since then, I have had the opportunity to perform at various events and parties.



**Q: What sets the crowd at Province 44 events apart from other nightlife scenes?**

**A:** The crowd at Province 44 events is unique in that they are very focused on the music. The emphasis is not on drinking or other activities, but on enjoying the music and having a good time. This makes for a refreshing and enjoyable experience for everyone involved.



# Luca

## province 44

### resident

**Q: How did you get into DJing, and who inspired you?**

**A:** My interest in DJing started when I discovered house music through an artist named Franky Rizado. I was blown away by the sound and started to explore more and more of the genre. I was particularly inspired by the performances of DJs like Carl Cox and others I saw on YouTube and Instagram. This led me to buy my first DJ controller and start practicing in my bedroom.

**Q: How has the popularity of house and techno music grown in recent years?**

**A:** I think there has been a sort of revolution in house and techno music in recent years. It's still an underground genre, but it's becoming more mainstream and appealing to a wider audience. I think this is partly due to collaborations with mainstream artists and popular remixes, as well as the influence of social media and online platforms like Instagram and YouTube.

**Q: What do you hope to achieve as a DJ, and where do you see yourself in the future?**

**A:** As a DJ, my main goal is to share my love of music with others and create a positive and enjoyable experience for everyone who attends my events. In the future, I hope to continue to grow as a DJ and explore new sounds and styles of music. I also hope to travel and perform at events around the world.





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