



unite all originals - artist profiles



a-trak dj/producer france



Very few DJs can jump from club sets to high-profile festival performances, to Kanye West's larger-than-life stadium shows with ease. In today's DJ culture, A-Trak holds a truly unique place. He and partner Nick Catchdubs founded America's most trendsetting new label, Fool's Gold, launching the careers of artists such as Kid Sister and Kid Cudi. Fool's Gold's mission to merge all aspects of club music was already outlined in Trizzy's original mixtape manifesto, Dirty South Dance, which set the tone for his own production. He is now one of the most sought-after remixers in electronic music, and his remixes for the likes of the Yeah Yeah Yeahs and Boys Noize have become undeniable mainstays in DJ sets the world over. 2009 saw the release of two critically acclaimed DJ mixes, Infinity +1 and Fabriclive 45, as well as the birth of Duck Sauce, his collaboration with Armand Van Helden. The duo's radio smash "aNYway" cemented itself as the dance anthem of the year, A-Trak's first true chart-topper with two videos in international rotation and across-the-board support from Pete Tong to Busy P, David Guetta to 2manydjs. Duck Sauce's 2010 follow up "Barbra Streisand" was even bigger, a whistling pop sensation that accumulated over 60 million YouTube views of its star-studded video while hitting platinum heights around the globe. They even covered it on X-Factor and Glee!

Not bad for a kid whom many viewed as a 90's turntablism prodigy. After taking home every DJ title known to man before he could shave, A-Trak toured the world, first alongside Q-Bert's Invisibl Skratch Piklz and then with Craze and the Allies. In 2004, he was hand-picked by Kanye to be his tour DJ. A near decade of youthful meanderings was captured on his acclaimed DVD Sunglasses Is A Must.

Somewhere along the line, A-Trak also became a new-school sartorial icon, collaborating with Nike, New Era, Kidrobot, Zoo York and pretty much every designer worth his salt. And all the while, his brother morphed into the lead singing lothario in the acclaimed electro-pop sensation Chromeo. The last couple of years have seen Trizzy headlining tours and festival stages the world over. Add to that scratching on Common's classic Be, Kanye's Late Registration and Graduation, Kid Cudi's Man On The Moon and Drake's Thank Me Later, as well as producing Kid Sister's debut album Ultraviolet, collaborations with the likes of Lupe Fiasco and Laidback Luke, and original releases with Stones Throw and Kitsune.

After years of schlepping vinyl, accumulating air miles and dressing smart, A-Trak has finally become the man to call to make the kids dance. Ask him and he'll tell you that this is the moment he's been waiting for his whole career.



so-me
director/graphic
designer
france



SoMe is recognized worldwide for his drawings that mix retro typographies, hip hop references and "white trash" clichés. He is also the creative genius hidden behind the most prominent visuals of the electro label Ed Banger. He's directed clips for Justice, Kanye West, MGMT, Kid Cudi and Duck Sauce which have earned him numerous awards, including an MTV Music Award. Between 2007 and 2012, So Me released a remix of the Klaxons called "Golden Skans to interzone" that appeared on the Ed Rec Vol. 2 compilation. He produced the title "Decalcomania" on the Ed Rec Vol.3, directed the clip for Justice "DVNO" in which this time he only used synthetic images and diverted logos of big American brands, he also directed the clip of Sebastian's single "Embody" and another clip for Justice "Audio, Video, Disco". He also composed a remix of Justice's "On'n'On" on their EP Eponyme, under the pseudonym Video Village. In parallel to his activities as a director and producer, So Me launched his own brand "Cool-cats" which quickly became one of the essential graphic identities of our time. He collaborates with brands such as BeamsT and Uniqlo, which incorporate his drawings to their collections through prints and patterns. So Me does not stop there and continues to dazzle us with several exhibitions organized in several European capitals and in the United States, as well as documentaries in partnership with Romain Gavras and designs for Canal +.



heroes x villains producer usa



"We're only interested in making music you can fight or strip to..."

Daniel Disaster and Pete Heartless, production duo behind Heroes x Villains, begin as two punk kids from the depths of the Dirty South, notorious for blowing speakers during their chaotic DJ sets as teenagers.

The pair remain creatively connected, despite divergent lifestyles: Heartless maintains a quiet, relatively normal life while Disaster seems content to exist with his feet dangling ever so slightly over the edge. He spends several years behind the boards at Grand Hustle Records as an engineer working alongside the likes of Justin Timberlake, Lil' Wayne, T.I. and Young Jeezy.

Armed with this experience, roots in punk/hardcore and an appreciation for Southern rap music, Heroes x Villains start their ascent with warbling, bass heavy, electronic dance music remixes of Waka Flocka Flame's 'Oh Let's Do It' and Gucci Mane's 'Lemonade'. These, a remix of Lil' Jon and Diplo's 'U Don't Like Me' and several others make up 'We Off That,' their first mixtape which garners critical acclaim.

Less speakers burst into flames these days but Heroes x Villains DJ sets remain as caustic as ever. Stage diving and raucous mosh pits are regular occurrences; champagne spraying in every direction and half naked women moving in ways their parents wouldn't likely approve of come standard. The raw, occult like energy and track selection is a manifestation of how Disaster and fans of Heroes x Villains choose to live: shameless, unrepentant, maximalist hedonism.

Heroes x Villains barreled into 2012 as diverse and dangerous as ever. Beginning in early January, they introduced the weekly 'BLXRRD OXT' series, manipulating records like Young Jeezy's ode to intoxication 'WXY 2 GXNE' and England's dark pop princess Charlie XCX 'NUCLEAR SEAXONX' into soundtracks for a haunting, drug-addled haze.

And in February, showcasing the two year progression of Southern rap music fusing with electronic dance elements, comes rising Atlanta rap group FK1's mixtape 'Transformers In The Hood' produced by Diplo, Heroes x Villains and Atlanta EDM producer Mayhem.

With genre-bending, rule breaking unpredictability as their calling card, it's pointless to attempt to figure out what Heroes x Villains may do next... best to just sign the waiver and enjoy the ride.



colin solal cardo filmmaker france



COLIN SOLAL CARDO – Videographer – France

Colin Solal Cardo, one of the creators of La Blogothèque, helped change the way people experience music on the Internet. He's one part of the brains behind La Blogothèque, the site responsible for the ridiculously addictive Take Away Shows. These beautiful and intimate sessions with artists crammed into an elevator on their way up to the stage, the kitchen of a small Parisian apartment, or in the back alley of some city showed us music and musicians in a way that's never been seen before. His unique take on the way music videos are made kicked the ball way over the fence, making big budget productions look lame in comparison.

<http://www.blogothèque.net/>



felipe yung a.k.a. flip 2d artist brazil



Felipe Yung a.k.a Flip is one of the best-known names in Brazilian street art. With graffiti in his DNA and influenced by his tireless researches on Asian culture, his style is signature, addressing themes such as nature, pain, pleasure and eroticism, creating Trees, Camouflage Patterns, wildly creative figures and Strong Calligraphy strokes.

His Work can be seen on walls and in galleries from in São Paulo and cities of Brazil to London, Brighton, Madrid, Barcelona, Paris, Los Angeles, New York, Miami and Moscow, stopping pedestrians in their tracks.

<http://flipink.blogspot.nl/>



evan roth digital artist usa



Evan Roth is an American artist based in Paris who applies a hacker philosophy to an art practice that visualizes transient moments in public space, online and in popular culture. Roth's work is in the permanent collection of the Museum of Modern Art NYC and has been exhibited at various institutions, including the Centre Pompidou, the Kunsthalle Wien, the Tate, the Fondation Cartier and the front page of Youtube. In 2012, Roth was awarded the Smithsonian's Cooper-Hewitt National Design Award. Roth is also co-founder of the Graffiti Research Lab and theFree Art & Technology Lab (F.A.T. Lab), a web based, open source research and development lab. To find Roth's work online, just google "bad ass mother fucker".

<http://evan-roth.com>

<http://graffitiresearchlab.com>

<http://ffff.athhttp://eyewriter.org>



geoff lillemon digital artist usa



Geoffrey Lillemon (1981 USA) brings a classic romantic painting and drawing style to technology to reinterpret artistic practice. As one of the leading artists of the Net Art Movement, Lillemon has consistently foregrounded the interplay between the digital and physical world in his work, blending the traditional mediums with interactive animation that responds to human touch, brainwaves, and even heartbeats. Using various art forms, from mixed and moving media to literature and soundscapes to classic portraiture, he creates works of hallucinatory poetry that reach into the infinite depths of the subconscious where the real and the imaginary interact. Lillemon has exhibited internationally as Oculart, including being the Invite d'Honneur at the Centre Pompidou, was a founding member of studio Champagne Valentine, and is currently an artist in residence at Random, Amsterdam, Netherlands.

<http://www.oculart.com/>



grace tang 3d artist china



Grace Tang is one of the most promising artists to come out of the Hong Kong art scene and part of the collective called Fabrik8. A graduate of Goldsmiths College, she has spent her formative years in the UK and lived there for ten years. She's known for her 3D installations using copper and plastic wire where she has used to create human figures and found objects. She has joined international exhibitions from Shanghai, Macau to South Korea.

Tang Ying Mui is graduated with a BA Hon. (Fine art) in Goldsmiths College and a MSc in University of Westminster, United Kingdom. She had resided in Britain for more than ten years and is currently working as an artist in Hong Kong. She uses un-advanced technology, unsophisticated skills and materials (wire and packaging tape, plastic wrapped wire, textile fur, etc.) from the industry to build up works and explores the fragile condition of human's existence, the external and internal boundaries built around people. She is working on a project called "A call from the prehistoric time". She uses the four basic elements in living: clothing, food, shelter and mobility, to explore the way of living and the system in society at our modern age.



iggy azalea

lyricist

australia



Iggy Azalea

Amethyst Amelia Kelly (born 7 June 1990), better known by her stage name Iggy Azalea is an Australian hip hop recording artist signed to Grand Hustle Records. As well as a model for Wilhelmina. She is perhaps better known for her promotional songs "Pu\$\$y", "My World" and "Murda Bizness" whose music videos went viral on YouTube. On 27 September 2011, Azalea released her first project, a mixtape titled Ignorant Art, saying she made it "with the intent to make people question and redefine old ideals".

In 2012, Azalea became the first female and first non-American rapper to be featured on XXL Magazine's annual Top 10 Freshman cover issue. She released a free extended play online, titled Glory on 30 July 2012. She is also featured in Steve Aoki and Angger Dimas's 2012 hit song "Beat Down". She also appeared in a Cypher at the 2012 BET Hip Hop Awards alongside T.I. and other artists of the Grand Hustle roster.

<http://iggyazalea.com/>



stööki designers uk



Luke, Nadia and Quincey form an artistic collective known as the Stööki Craft Makers. From this collaborative trio, Stööki Jewellery and Apparel was born, an independent label based in London. Presenting themed capsule collections, through interactive art and immersive events. So far we have independently produced two jewellery and apparel collections, with no financial investment but our own and found space to do this where possible.

Collaborated with Red Bull, the Tate, the V&A, MTV and Nintendo on artistic interventions for the Stööki community. These projects always encouraged participation, allowing people to connect and be creative. Sound, Vision and play are the three cornerstones of Stööki, transcending all activity presented by the Stööki Craft Makers. We aim to engage, captivate and inspire our community through curating events and through our craft.

<http://www.stooki.co.uk/>



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