

SUMMER'S TOP DANCE STARS HEAD TO AC FOR DJ EXPO 2014

BY CHUCK ROCAFORT

HERE'S NO TELLING WHAT – OR WHO – WILL COME OUT OF THE DJ EXPO. IN 2008, A THEN-UNKNOWN LADY GAGA PERFORMED THE EVENT. BY THE SAME TIME THE NEXT YEAR, THE DJS HAD SHOT HER TO STARDOM.

Celebrating its 24th anniversary, the DJ Expo returns to Atlantic City August 11-14 at the Trump Taj Mahal. Along with after-parties and special performances, expo attendees will participate in seminars and workshops and visit more than 100 booths from the world's leading manufacturers of cutting-edge technology. There will be opportunities to network with industry professionals while learning about the latest DJ gear and trends. There also will be performances, including a live show by Sylvia Tosun at the Borgata. We spoke to her and other artists who will be attending this year's expo.

Lil Jon is opening this year's DJ Expo. Has hip hop now officially taken over the dance floor?

Are rappers like Iggy Azalea and Nicki Minaj a passing fad or do they represent the new wave in dance?

Why is it important for you to attend the expo this year?

What do you see as the future of dance?

Veronica
"About A Girl"
(Dauman Music)



Coming from Denmark and touring the world's clubs, I can tell you that it's different from country to country. Lil Jon is so super cool. I can't wait to meet him.

These ladies have my deepest respect! They possess a way of singing that is very cool and sticks out. I hope they're not a fad! I expect to hear a lot more from them in the future.

I'm presenting my new record that just hit the top 10 on Billboard! I also hope to get inspiration from all the super cool and established people from the industry.

Dance music is and always has been about getting the party going.

Jeff Timmons
"That Girl"
(Dauman Music)



I hate that we put music into categories. Anything that gets people moving should be considered dance music.

Iggy and Nicky are mixing hip hop influences with pop songs. That's been going on for a while. See Gwen Stefani.

I have been writing, producing and recording fresh new dance music. It's important to be present, show I care for dance and show my support. I have to be there.

Everything is influencing everything else. It's sort of a melting pot for music, which I love!

8 Bit from Cary NoKey
"Be Who U R"
(Rob Fusari Productions)



I'm sure if you ask a hip-hop artist if it has taken over the dance floor, they would say absolutely. The jury is still out for myself. I think a much-needed update is overdue.

Although I am a fan of them, I think their music is a little too candy coated. I have not seen the depth and weight yet of what they offer artistically. Like candy, it tastes so good while you're enjoying it in the moment, but it does not leave you feeling complete.

I wasn't with Gaga when she did the expo. She did tell me all about it, and it sounded like it really was a pretty significant moment in the launching of her radio campaign.

The days of "look at me! look at me!" are over. Artists must find a way to make the fan feel like they are in the same world.

Sylvia Tosun
"Take My Breath Away"
(Sea To Sun)



While I love Lil Jon and think hip hop is great, hip hop has in no way taken over the dance music dance floor...yet.

These women represent a new type of voice in music today: a bold and free voice, and they're all pretty fabulous!

I have been writing and collaborating with many trance producers. I have three new releases to promote: "There Are No Words," "Eye 2 Eye" and "Take My Breath Away," which I will perform at DJ Expo.

Musically, I feel we are headed for sort of a chill-out, lounge-type hybrid, where people will incorporate dance music into their everyday lives.