

THE BEAT CLUB

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Originally inspired by the techno savvies of Kraftwerk, the 808 rhythmic insanity of the Miami Bass movement and the pop sensibilities of New Order, The Beat Club has now endured for over two decades, well beyond the original intent as a one-off studio project.

The Beat Club (Ony Rodriguez along with vocalist and wife, Mireya Valls) formed Electrobeat Records in 1992 as a statement of independence. Working within the framework of a major label drained the creative energies of the project, in direct conflict with the duo's basic artistic philosophy. Hence, on the recommendation of The Beat Club's UK label head and then manager Rob Gretton, the contract with Atlantic Records (US) was left to expire and The Beat Club parted ways with the major label music industry, without ever looking back.

"Rob was a great influence on prioritizing the artist's needs over that of commerce. His success with Manchester's Factory Records and as New Order's manager vindicated his philosophy."

-Ony

A series of singles including "Security", "Dreams Were Made to be Broken", "X", "Transamerica", "Dream Within a Dream" and "Lost in Space", among others, landed The Beat Club on electronic music's most influential lists on leading publications ranging from *The Wire UK* to *MixMag*. In addition to Electrobeat Records (US), The Beat Club's music has been released by various international labels including Atlantic Records (US), Champion Records (UK), Demon Music (UK), Electrobeat Records (NL), ZYX (DE) and LTM Records (UK).

With Mireya's role as label manager, Electrobeat Records has also provided an avenue for Ony's interest in analog beat-driven experiments beyond the realm of electronic dance music. Focusing on traditional analog/modular synth gear along with processed samples and traditional instruments, Ony has released several instrumental albums under the guises of Fuzzy Logic, Toys for the Revolution, Santa Fe and Urban Select.

The latest releases by The Beat Club, including *Pulse EP* (2010), *All the Cowboys EP* (2012) and *Instruments of Destruction EP* (2013), all pave a diverging path from The Beat Club's EDM roots. The compositions within the latest releases are all instrumental themes. Peppered with traditional sounds, phrases and rhythms, the tracks come together within the modern framework of PC based production tools. However, the modern day software composition and sound creation tools used are transparent to the listener; Ony's intent is to focus on sonically interesting and esthetically pleasing end results, no matter the process.

"I hope to continue to be able to create music that others will enjoy hearing. My intent is not to create technologically dazzling music, nor, hard driving dance music that will instantly get one moving, nor harsh music that makes one angry, excited or confused, nor soft soothing music that will relax you to the point of putting you to sleep. I wish to create ALL of these and NONE of these at the same time. Any of the aforementioned characteristics are not the end results; they are merely a side-effect to the process." –Ony