

SCRATCH
DJ ACADEMY®



Tons of fresh ideas for work and play!

October 2012

marie claire

**THE BIG
BEAUTY
ISSUE!**

- EASY FALL HAIR
& MAKEUP**
- LOOK AMAZING
HEAD TO TOE**
- EAT SMARTER
FOR YOUR AGE**

**GWEN
STEFANI**

STILL RULES
THE WORLD
Rock Star +
Fashion Icon +
Businesswoman
+ Wife + Mom
= Blonde Badass

**SEXY
COOL
CONFIDENT**

298 LOOKS TO LIVE IN
GO-TO PIECES, SHOES & BAGS
+ NEW TRENDS TO TRY
FOR UNDER \$100

**SLEEPING
PILLS**

The scary
side effects
no one
mentions





MODERN RULES A concise guide to living in a complex world



SO YOU THINK YOU CAN DEEJAY

Is there more to deejaying than two turntables and a microphone?

Alvssa Vingan learns how to give it a go like a pro

Deejaying used to demand a skill set way beyond pressing play. Then the iPod was invented, and every famemonger with iTunes added DJ to his or her résumé. This includes Paris Hilton, who recently took over the stage at a music festival in Brazil. "It's like me calling myself a doctor from reading WebMD twice," DJ Samantha Ronson told TMZ after the celebrante's disastrous performance.

Even in today's tech-made-easy universe, deejaying still requires talent. Just ask DJ-to-the-stars Mia Moretti. "Every DJ I know practices scratch patterns, mixing, and beat matching," she says. "You're never good enough." That's not to say you're a poser like Hilton if you like to iPod deejay. Next time, just up your artistry with these tips:

Know your gear. "Learn the basics," Moretti says, meaning equipment, which ranges from vinyl and turntables to mixers and controllers. For hands-on instruction,

enroll in a school like the Scratch DJ Academy, which has outposts across the U.S.

Take a skills shortcut. For DJs of Moretti's caliber, calculating beats per minute to transition between songs requires math. Skip the complexity. Digital software like Serato DJ makes mixing easy.

Develop a library. Familiarize yourself with everything: Top 40, classic rock, disco, '80s electro, '90s hip-hop, and more.

Create an arc. You're not just playing song after song. "A good DJ set is a story," Moretti says. Map out your narrative.

React to the crowd. "At the party, your plan always changes," says Moretti. Readjust if the energy lulls. "Every DJ has secret weapons, like 'Baum! Let me drop Biggie's *Hypnotize*.'" Soon the room will be going mental. Even if the crowd is just friends at your house, which—Miss Hilton, take note—is probably the most realistic place to make your DJ debut.

DJ Download

Girl DJs who are getting major buzz—for better or worse



- 1 PARIS HILTON** DJs the world over died inside when she took on the turntables. In a word? Fail.
- 2 HARLEY VIERA-NEWTON** Dior's DJ is better known for her street style than her music style. But Jay-Z's Roc Nation still signed her.
- 3 NERVO** The Aussie twins' electric single "You're Gonna Love Again" was a big summer anthem.
- 4 ANNIE MAC** A true tastemaker, this U.K.-based DJ and master turntablist hosts a weekly show on BBC Radio 1 and curated her own stage at this year's sold-out Ultra Music Festival in Miami.



Turntable Lab Power up a party

M-Audio AV 40 Speakers Swap your iPod dock for these computer plug-ins. \$229.99; m-audio.com
Beats Mixr Key accessory: headphones designed by DJ David Guetta. \$250; beatsbydrc.com
Numark Mixtrack Pro This faux vinyl turntable works with your iTunes. \$225; numark.com

Choose Your Own Adventure Put these U.S. travel destinations on your radar



MIAMI The James Royal Palm The hot boutique hotel chain heads to South Beach. The hip in a new way. Will



NEW YORK CITY Maison Kayser Francophiles, take note: The famed Parisian bakery just opened its first



LOS ANGELES Ciel Spa The cloud-like hideout in the SLS Hotel just added an Eve Lom facial to its menu.



LAS VEGAS Neon Museum More than 150 signs from the Vegas Strip, along with the preserved La Concha