Press Release: Wednesday 3rd May

SIGMA

Jo and Cam the duo behind Sigma met and Leeds university where they often met up at music events and in the record shop Cam was working in. Cam started as hip hop DJ, inspired by the turn-tables his parents bought him for his 12th birthday.

They say that their goals are always changing. Cam used to book flights for big drum and base artists who are now their peers and this was their way in, making it easier for their music to be heard. Hours after making music, finally something was signed and this was a breakthrough moment for them. They felt like they had almost come to the end of their career as they lost momentum, had less gigs and stopped caring. They started having fun with their music and this is when it all took off. It’s the same for DJ Fresh who pushed himself to his next level and released Hot Right Now after a less successful period.

What makes a big dance tune is the mix and how it sounds. They mostly have sessions with song writers, write their own lyrics but it depends on individual scenarios. When you sign with a bigger label, the problem is that they try and take away your identity which often causes arguments with the label. You have to tell them take it or leave it. The sign of a good producer is that you make it sound individual which is what Jo does when mixing.

When asked about working with other artists, the hardest part is making the song and they just have to sing it. It’s fun getting to know the artists through press and events on release. Paloma and Labryinth have been some of their favourite artists especially when they flew to Miami for a music video. They don’t work with artists they don’t want to work with and Jay Z or any other big rappers would be their dream collaboration.

Despite living on opposite sides of the country, they still manage to make music online and on Dropbox. They try and meet up a few times a week but point out the importance of family life. In terms of gigs, promoters can’t afford to pay for two flights so they would split up, do two gigs in two different places and earn double the money.

Drum and Base has had a massive promotional wave over the past few years which inevitably will die down but in terms of an underground scene it continues to be strong in the UK. Sometimes they miss the underground scene but not coming home at 7am. It’s good to go through all of that but everything progresses. These days they are totally in control of all the gigs they play and don’t say yes to everything like in their earlier days. They don’t usually have arguments in the studio and only recall a small argument over a kebab. They highlight the importance of working with someone you get on with.

When asked if GCSE music should introduce producing electronic music, Cam said no because there would be too much competition for them!

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