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## DJ Felipe aka Philipp Straub talks to life at Titanimun Records HQ



DJ Felipe has been involved in the dance music scene since 1992 a to! From Artist Management to Label Management from DJing to Pr bought a techno t-shirt!

Dj Felipe is probably best known for his joint label management of **T Records** with his musical partner **Nicholas Bacher**. Titanium has g hugely since it launched back in 2003 and it even has its own equall successful sublabel **Supreme**. We decided it was time we got to kn about the man of many dance music faces – DJ Felipe!

**TID: How did you become involved in the dance music scene ?**

DJ Felipe: In 1992 started the first clubbing series in Vienna's techni museum that featured strictly electronic music and I was totally ama this experience and went there very often. Soon the first rave parties to take place in warehouses and it was clear to me that I need to be this genre. So I took the chance and used my job as travel agent to flights for promoters who have booked Djs. Soon I also took care of during the events and within a while I was asked by many of those I also by promoters if I don't want to do the complete booking. By this exists in a little bit different way, but also from this moment on I was connections to increase my knowledge about the music, the product

**TID: In 1993 you begun releasing as a duo project with Oliver Ri releases on labels such as Kosmo, Logic Records, Frankfurt B discovered and who gave you your first big break ?**

DJ Felipe: Markus Löffel alias Marc Spoon started our career. I met So we started to become a team and I was taking care of the mana audio tapes (!) and sent them by post to all my contacts. What a diff email! Anyway... the first guy who answered was Markus who was record company in Frankfurt closely connected to Sony. He gave us really nice and impressive character, who sadly had to fight against

**TID: Tell us about your agency 'Partysan' ?**

DJ Felipe: Well the first agency name was Vienna Soundpool. After Project, quit, because he wanted to do a more serious business, we Germany. Oliver made the print issue of the Partysan magazine which changed my agency name to Partysan. This first real business try di Tired of all the changes I decided to do my very own agency project work. So Titan was born as company that still is my brand. We hav Austria's artist bookings. We used to have also offices in Hungary, much work to connect so many people day by day. At the moment e

**TID: What inspired you to move into a new area of dance music**

DJ Felipe: For me everything is connected very closely to each other much as I can about a certain field and not only do my part at. Also I need the possibility to work in various fields to not get bored. not only go for gigs or work in the office either. The mixture makes it on tracks, the next I can only work on managing events and artist but meanwhile go on dj gigs.

**TID: With so many projects on the go how do you find time to get material!?**

DJ Felipe: I have a nice team who is supporting me. We have 3 people as well, we have permanent partners in many cities, I have a promoter and most important I have my personal assistant Leo who helps me in the studio really whenever I want, but I can plan it in and when I really work.

**TID: Is DJing or production your main passion?**

DJ Felipe: DJing gives me the input and motivation to do all these jobs when the gigs sometimes are really shit. You keep in touch with the fans and not to forget that you personally was one of them as well and I love it (except the age maybe). There is nothing better in life than having a track thru your set. This is an amazing transfer of energy.

**TID: You have travelled the globe playing at some of the worlds best clubs, what sticks out in your mind as truly mind-blowing?**

DJ Felipe: Honestly there were too many over the years. I started in 1992 had really crazy events in the desert, on planes, on cruises, in the mountains. My personal Mecca is Japan. Japan itself is so cool and wired together. The best places I would say. Thanks to Takkyu, Toby, Womb, Sterne and

**TID: Titanium the label was formed in 2003 with your studio partner, how did it meet?**

DJ Felipe: I know Nicolas since maybe 1992 when the very first wave of resident DJs. But at this time I did not know him well. Then we met and he had troubles with one of my local DJs because of a girl. 2 years later that was an advantage and fun for both. So we released our first track by Bailey, Rotation from Dave Angel, etc. and founded our label Titanium. Titanium stands more for softer Techgroove while Titanium was a Prime family Drumcode, etc. But we never had luck with our distribution! Until now we are at NEWS but also this cooperation is on a point where I am involved. Who knows what will happen! Label business is not easy and worth it again after a while!

**TID: Do you and Nicholas have any arguments over the direction of the label?**

DJ Felipe: Not at all! We both have our mind and our style but the label is behind one track we work it out. No matter if Nicolas did a track on the label.

**TID: What do you have planned in the coming months on the label?**

DJ Felipe: The plan was and is to change the style from the old drum code. Always the same drum pattern got really boring after a while and I plan to use them in various ways over a long time. Titan should still stand for the same sound. Also rock influences are possible! We had on Nr.11 Chymera from Ilium as well after our release! He also made Supreme07 that was in the September Charts. Titanium 12 will be Wehbba from Brazil who's track I was thinking to use it for Gigolo, but I have to see how I solve distribution. Supreme08 is from Orlando Voorn from Detroit who's tracks remind me of old titles. And of course we have remixes from us on each record.

**TID: What do you personally have planned for the close of the year?**

DJ Felipe: This year is nearly over and as an agency we work already with Tiesto, Paul van Dyk, Paul Oakenfold, Carl Cox and many many more labels and do a new one. I think it is maybe difficult to change that Titanium is a straight technolabel and who know this label since it is in categories and Titanium and Supreme have an image. Maybe I have a new one. Sounds drastically but often this is a very creative procedure as I finished a club album for Deep Dish that will be released on Yoshito's own which I planned to release as an album as well. More releases are confirmed. So things move on and life for sure does not stand still!

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