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FRANCIS PREVE

DJ Chris Allen chats with the top remixing artist in Texas



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Francis Preve

DJ Chris Allen chats with the Number One remixer in the Lone Star state

Huggable, loveable Francis Preve is at it again. With a playful and mischievous look in his sparkling eyes, Fran is turning everything he touches into gold. A highly respected Austin-based producer, writer, professor, remixer, and now DJ, Preve has become a major player in this biz called dance music and a champion of the electronic music scene here in Texas. One could say a role model.

Preve is living proof that the combination of hard work, education, respect, honesty, and passion can win in the end. This boy hasn't slowed down one bit since our chat last year.

In fact, Preve has picked up the pace, adding a few more shiny trophies to the glass case. Always sporting a smile that shows that this is not just business - this is his life's passion - you know he's really enjoying himself right now.

When he and I last spoke, our hero's remix of Gabriel & Dresden's dance floor filler "Tracking Treasure Down" had recently hit the Number One spot on the *Billboard* Dance Chart - knocking Madonna out of the coveted top spot. Poor thing, she had only just claimed queen diva the week before. A major accomplishment for any artist.

And I'm not just talking about kicking Madonna's ass, but the accomplishment of actually having a Number One song. Numero uno. A part of history.

Francis had just teamed up with Roland Belmares to remix the new Billie Myer's track, "Just Sex." In the Fall of 2006, Preve did a seminar at The Apple Store in Austin demonstrating the use of Ableton Live and DJ Set on Macs. Then, just in time for the holidays, Preve's brand new book - *The Remixers Bible* - hit the streets.

The book is an amazing reference tool for the digital artist, and it matters not if you are a newbie with a dream or an old skool player - all will benefit highly by reading this book. It contains hundreds of bits of advice, primarily from interviews Francis conducted for *Keyboard Magazine* during the last decade. The idea for *The Remixers Bible* - all Preve's - is total brilliance, and the information contained inside is pure genius.

To kick off 2007, Francis Preve's remix of Gabriel & Dresden's follow up single "Dangerous Power" helped the duo claim the Number One spot on the *Billboard* Dance



Hair: Ray Boyd at Fringe Salon
Makeup: Geoffrey Dudley
Photographer:
Seabrook/JuicyThis.com

Chart again. That's twice in less than twelve months.

And it doesn't stop there. Francis recently played a flawless DJ set on the Central Texas Saturday night mix show *Hypersonic* with DJ Jason Jenkins on 101X FM in Austin. Preve's set was about an hour or so long, and it was awesome.

Francis also recently opened for his new remix partner, Joe Bermudez, who was spinning at Oilcan Harry's in Austin. And then suddenly, right after this interview was finished, the Billie Myer's song that Preve and Belmares worked on last summer - "Just Sex" - hit Number Eight on the *Billboard* Dance Chart. Wow - how many Top Ten remixes ya' got there now, Fran? This boy is good, folks, so pay attention.

Chris Allen: So mister, you just had your second consecutive Number One Billboard remix with "Dangerous Power." You go boy. How did that mix come about?

Francis Preve: Well, after "Tracking Treasure Down" hit Number One, I called Josh [Gabriel] and asked him what the second single was going to be. He sent me the "Dangerous Power" tracks, and I got to work on it. The mix has a funkier, almost electro sound, so I knew I was taking a few chances with it.

Ironically, Josh and Dave thought my mix was too funky for the song's darker lyrical content, but when Junior Vasquez picked up the mix and started spinning it in December of last year, they ended up putting it out on Beatport and it took on a life of its own. A bunch of DJs have added it to their satellite radio shows as well, notably D:Fuse.

CA: I hear it on BPM on XM Radio quite often. I heard you got on Junior Vasquez's play list with that one for a while as well. That must be an amazing feeling.