



_OXY COTTONTAIL

_DJ DELUXXX



IN THE DJ GAME, WORD OF MOUTH IS CLUTCH. AND AN INTERNET MESSAGE BOARD ESTABLISHED by Philadelphia's Hollertronix crew, dubbed the Hollerboard, is proving itself a strong vehicle for fresh talent. "Message boards were near and dear to our hearts," says Hollertronix DJ Low Budget, who maintains the board in the spirit of the Web sites that were integral to Philly's hip-hop party scene. Since moving from Diplo's *Hollertronix.com* to a slightly more incognito Web locale (the address withheld at the board's request, but we're certain you can find it with a little smarts) the board has forged an ever-expanding, closely knit community of established heads—Tittsworth, Ghislain Poirier and Graeme Sinden, among them—mingling amid a healthy crop of lesser-known DJs, with nearly everyone united through a shared love of Baltimore bass, the foundation upon which Hollertronix was built.

Although discussion topics vary from HBO's *The Wire* to the sting of shampoo hand jobs, the board's main draw is its MP3 section. Aply titled "Airhorns," the section gives DJs, producers and remixers a venue for their work and has spawned some of the year's biggest club tracks, including Teki Latex's "Disco Dance With Me (Spank Rock Remix)," K-Fed's laughably incredible "PopoZao" (produced by boarder Disco D) and nearly every cut you've heard this year from Bird Peterson, The Rub DJs and Nick Catchdubs.

Ruling with an iron fist, board moderator DJ Deluxx ensures boarders post only the highest quality work. "If you're gonna post something you're apologetic for, if you're going to post something that you're not sure about, you're wasting space on my computer," Deluxx says. "Don't post your own music as if it's a school, as if you're getting trained or practicing."

The Hollerboard's biggest success story in 2006 is Curtis Vodka, a 20-year-old DJ-producer from

Anchorage, Alaska, who started posting his tracks two years ago and has since released an EP, toured Sweden and relocated to Brooklyn—landing his first NYC gig within three weeks of moving. "A bunch of people wanted to book me, but it was just so ridiculous, money-wise, to fly me out anywhere from Alaska," says Curtis, who credits Deluxx and Cosmo Baker for championing his music on the board.

"You take a kid from Alaska who doesn't have an immediate scene around him, and the Internet becomes kind of its own scene," says Low Budget, pointing to how promoters have started following the Hollerboard to scout new talent. New York's Oxy Cottontail has even developed much of her character as a promoter through the board. "I couldn't do what I do without it," she says. "It's easy for me to get the word out [about shows] because it reaches so many people."

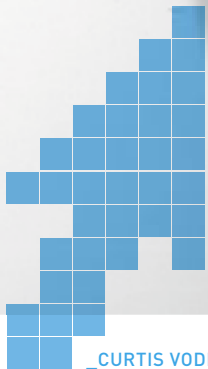
And the board's influence stretches past its online



HOLLER BACK

From B'More club to mash-up meltdowns, Hollerboard is ground zero for the new party sound

BY AARON RICHTER ✕ PHOTOGRAPHY BY BROOKE NIPAR



_CURTIS VODKA

community. Raising the ire of many members, lurkers outnumber regular posters at least three-fold, and material appearing on the board quickly spreads across the Internet; sometimes tracks are reviewed on *Pitchfork* days later. But Deluxxx says that gaining exposure is all part of the motivation for DJs to post their tracks.

"We know anything that gets posted on that board gets blogged about the next day," Deluxxx says. "If you're a producer of music, which I am, you want that. You're not going to want it to just be stuck within the community of people that you talk to on a regular basis. You want outsiders to hear it. You're gonna want *Pitchfork* to review it. But you just don't want anything to corrupt or taint the purity of the expression." 🤖🤖



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/ DJ Deluxxx