

Ladies of Electro

VOLUME I, ISSUE XII | DEC 2013

WWW.LADIESOFELECTROMAG.COM

R&B+Dance:

Kelly Rowland, Rihanna, and Kelis lend soulful vocals to the club music scene.

Krewella:

Lady led trio from Chicago bring their energy-infused dubstep across America

Nadia Ali: Rapture in Melody

Bridging the Gap Between East and West

The Pioneers:

Meet the first ladies of dance music.

\$5.99 DEC 2013



MAGAZINE FEATURING WOMEN IN TODAY'S ELECTRONIC DANCE MUSIC SCENE

Table of Contents

VOLUME I,
ISSUE XII
DEC 2013



NADIA ALI: Rapture in Melody

Nadia Ali's music finds inspiration from her Eastern ancestral roots while celebrating her Western musical roots.

Read about her journey from being the vocalist in iiO to making a solo name for herself.

Interviews



R&B+Dance = New Sound of EDM:

Kelly Rowland, Rihanna, and Kelis lend soulful vocals to the club music scene.



The Pioneers: Beauties of the Beat

Meet the first ladies of dance music. Amber, DJ BabyAnne, and Robyn opened doors for women in dance music.



Krewella: Vocalizing Dubstep

Lady led trio from Chicago bring their energy-infused dubstep across America.

In Every Issue

- | | | |
|----------------------------|-----------------------------|-------------------------|
| 05 Concert Calendar | 20 Festival Fashion | 53 Electro Art |
| 06 Playlist | 45 Latest Event News | 57 Contests |
| 13 Backstage | 48 Q&A | 61 Classic Beats |
| 17 In the Spotlight | 50 New EDM Ladies | 63 The Last Song |

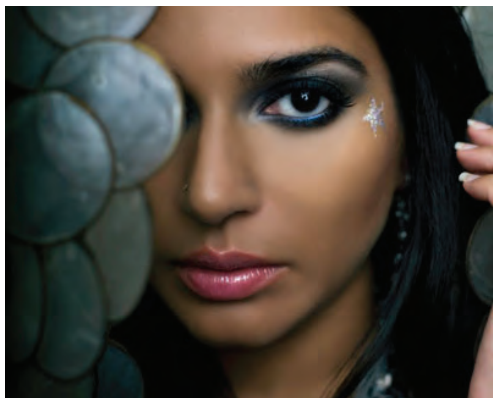
04

Ladies of Electro

Nadia Ali: Rapture in Melody

Bridging the Gap Between East and West

– Written by Reema Kumari Jadeja



If there is an Empress who reigns supreme in the dominion of Dance music, it is undisputedly Nadia Ali. Few mortals can match her lyrical depth and eloquence; fewer can produce a voice as rich as the Dance scion. Masterfully encapsulating euphoric and melancholic, Ali's signature music style sees Eastern mystique caressed with intelligent Electronica and fortified with Soul.

The gifted singer/songwriter has enjoyed an illustrious career spanning

a solid decade. Born in Libya to Pakistani parents and raised in America, stunning Ali was discovered in her home town of New York in her late teens by producer Markus Moser. The duo went on to form Dance act iiO and caught the world's attention with their 2001 smash hit single *Rapture*. Dance music would never be the same again. iiO produced classic global tracks such as *At the End*, *Smooth* and *Kiss You*. Nadia Ali enriched and invigorated the genre in a way none of her predecessors had before her and subse-

quently was placed in the Dance super league with her distinctive voice becoming the definitive one in the industry.

Gaining exclusive vantage atop that pedestal is by no means an easily attainable feat. The Dance music community is vibrant and highly competitive. If the annual Winter Music Conference in Miami, the Dance industry's jewel in the crown is anything to go by- 100,000 attendees were recorded in 2010 with a mammoth 1,909 artists and DJs and 3,763 industry delegates from

08

Ladies of Electro



70 countries participating; the Dance industry continues to attract a phenomenal concerted global following and unassum-

ing, hard working Nadia Ali is most definitely at the forefront of recording artists. prologue to Ali's **Queen of Clubs Trilogy: Best of Nadia Ali Remixed**. Consisting of the Ruby Edition, Onyx Edition and

Nadia Ali enriched and invigorated the genre in a way none of her predecessors had before her.



Nadia's dreams of hearing her music in the clubs eventually came true. **Above:** Nadia performs to a sold out show in Chicago.



"Like Nadia Ali, I was also born in Pakistan and moved to the US when I was young. Nadia has inspired me to go for my dreams."

— **Janaan Kharoti**, Actress

ing, hard working Nadia Ali is most definitely at the forefront of recording artists.

From world number one DJ and Trance producer Armin van Buuren to the respected Schiller, Ali has collaborated with the world's most formidable producers. 2006 saw her single *Is It Love* top the US Billboard Dance Chart and Ali's solo success has seen her 2009 debut studio album **Embers** produce four consecutive hit singles with *Love Story* topping the Billboard Hot Dance Club Play. The Recording Academy announced earlier this month that the Morgan Page remix of Ali's fourth single *Fantasy* has received a prestigious Grammy nomination. Written by Ali and sought after DJ/producers Sultan & Ned Shepard, Page was chosen to remix the track under Ali's own record label Smile In Bed.

Fantasy is the perfect

Diamond Edition, the compilation series features contributions from a myriad of talented producers and has been creating a lustrous storm in the dominion.

Nadia Ali allowed me to probe her mind in October and went on to reflect over a prolific decade before December brought further acclaim...

Tell us about your childhood...

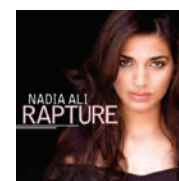
Nadia: I grew up in Libya for the first six years of my life. My parents played a lot of music and films around the house so my sister and I were always exposed to the Arts.

How did you enter the ubiquitous realm of music?

Nadia: When I was eight years old, a friend of mine encouraged me by telling me I had a nice singing voice and so it



1980's, 90's
After experiencing nightlife in NYC and hearing the music, Nadia dreams of creating songs for the club scene.



2001
Nadia Ali sings for the duo iiO, which was formed due to the popularity of the single *Rapture*, which took the dance world by storm.



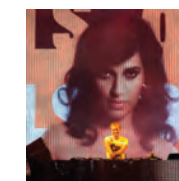
2005
iiO releases their first studio album **Poetica**, four years after their song *Rapture* hits the billboard charts.



2009
Nadia releases her first album **Embers**, marking her debut as a solo artist.



2011
Nadia releases her **Queen of Clubs Trilogy** which includes remixes of her hit songs, like *Pressure and Call My Name*.



2013
Nadia releases **Phoenix**, her second solo album. **Above:** DJ Armin Van Buuren plays a Nadia Ali song at Ultra Music Festival.

planted a seed in me. It was mainly a hobby for me throughout my teens and when I was nineteen, I finally met a producer through a mutual friend. That producer was Markus Moser who later became the other half of iiO which was my first Electronic Dance music project.

Who are your musical influences?

Nadia: Everything from Classic Rock to Eastern music, artists like Stevie Nicks and Bono

of U2 are some of my biggest influences.

You were highly successful as one half of iiO. What spurred you to go solo?

Nadia: I felt it was time to express myself musically as an individual with no limitations or boundaries.

What can fans expect from your Queen of Clubs trilogy?

Nadia: **Queen of Clubs** title was originally inspired by my desire to connect my upbringing in Queens and going clubbing in the city (Manhattan) as a teenager and how that heavily influenced me wanting to do dance music. Since at this point I have been making dance music for almost a decade now, I thought it would be fun to relate the play of words of a queen

and a nightclub and come up with the whole concept of the **Queen of Clubs** figure. The compilation is a three part series (Ruby, Onyx and Diamond that represent the crown jewels of a Queen) of songs that bring together my past present and future as being the former voice of iiO and now with my solo project to the various work I've done with Electronic Dance music producers like Tocadisco, Schiller, Armin van Buuren etc.

Where do you draw inspiration from?

Nadia: Almost always, the inspiration is drawn from my own personal experiences in life. Also, sometimes when a person shares a moving story with me, it can often lead to me writing a song about it.

What does music mean to you?

Nadia: To me, music is the universal language of emotions. It always makes me smile knowing



Nadia Ali performs at Sunburn Festival in Goa, India.

that even when I perform in countries where the average music listener hardly speaks a word of English, they can often recite my lyrics back to me during a live show and to see that being embraced is truly remarkable.