

CLAVEL


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FEATURED MODEL: SAUCONY SHADOW ON PRINCESS SNEEL



PEACE OUT 2012

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Beatbox

By Eira Raye Gruta

If you've got the beat, Beatbox has everything else you need. They're the ultimate DJ shop with a heart.

Beat of the Metro

Located at the heart of the metro's club scene, Beatbox is the sanctuary for the life of the party—disc jockeys.

It's *the* place where DJs and music enthusiasts can check out the latest gear, meet up, hangout, and jam. If you're a fan of a particular DJ, you can also try your luck in this store to get up close and personal with them! And don't worry if you're the only customer there, the store's owners themselves are some of the people you would want to meet. With their hip and friendly vibe, they'll be more than willing to give you advice on the best DJ equipment, and maybe even on the songs to add on your playlist.

These people know what they're doing, being DJs themselves, and some of the country's best at that. With a decade or more of experience in the industry, they really know their chops. It doesn't even matter if you have a particular sound in mind because music, whatever genre, is their specialty.

Heart Beat

Aside from DJ meet ups and jam sessions, Beatbox is also a venue for DJs to give back to the Filipino community.

Beatbox's 24 October Swap Meet, in fact, helped "hundreds of children their right to education" as they help build a library in cooperation with the KaEskwela Foundation. In this event, DJs from all over shared their music for this cause and even brought books to donate. Soon, Beatbox will also be organizing an event where DJs themselves can help construct the library itself.

Another goal of this store is also to give DJs security in purchasing their gear. The owners themselves have been victims of fraud selling. This is something that they do not want to happen to anyone else. With their hard-earned reputation, not to mention warranties for all your purchases, you're sure to be one satisfied customer in every visit.

Unbeatable

But if you don't have time to visit anymore because your gear messes up in the middle of a gig, don't worry 'cause Beatbox delivers. No matter what time or where, all you have to do is give them a call and Beatbox will deliver anything you need—even DJs!

Also helping promote local DJs, Beatbox has a roster of some of the best DJs in the Philippines. All you really have to know is what you want. They'll take care of everything else, no matter what genre or style you want, they'll know exactly what you need.

Needless to say, Beatbox is definitely unbeatable at being the ultimate DJ shop.

Raw transcription:

1) What was the inspiration behind Beatbox?

Basically the inspiration behind Beatbox...all the DJs nowadays (would like) having a place where they can hang out and where they can buy their stuff also. And the thing is, when we put up this place, that was the first thing we (thought of). Rose is actually a DJ and when she came to the Philippines, she wasn't able to find what she was looking for, and so we decided, okay, let's do this. Put it up, and then you know, parang...there's no legit store here (for DJs in the Philippines). There are a lot of stores, but you know, they cater to bands, events, but no store that really have the market for the DJ community.

And partly also, the reason behind why we put up this business, is because we're supporting a lot of foundations so far. part of this event is the KaEskwela foundation. So the benefit of this event will also go to the children, and we're building a library kasi. So, the benefit actually will go to these kids and then hopefully these DJs can help give back to the community. That's actually the main objective of this event.

Can we say that Beatbox is THE store for DJs in the Philippines?

We don't want to claim anything, but our tagline is "we're the ultimate DJ shop." We book DJs, we help DJs, we let them express their music not just inside the club but they can jam here...and you know, it's like a house for them. It's like a sanctuary for all the DJs.

-Who were the people involved?

Me, Rose, we have ArnelCastillo,he's one of the premier DJs...

2) How did you start Beatbox? (What were the things you need(ed) to do to reach where you are now?)

It took us about a year to conceptualize everything. What happened was like we have...it's easier for us because I know already what the characteristics of a DJ are. The owners are also DJs, our store manager is a DJ, our supervisor is also a DJ. So basically, the characters are here. It's easy for us already. We know what DJs really need....basically, what do they need and what do they want.

The fun thing about it is she's in the States, and I'm here but the way we communicate...(some things were from the States) we kind of adapt some of it and, you know mix it up. And it evolved slowly, that every night we had to go to clubs like every single night...that's the marketing we did. We have Facebook and we have a website, but it's still different when you go and interact with your co-DJs. We've been in the business for 8-10 years now, so we kinda know all the people around the metro and now we're trying to invade also down Suth like Cebu, Bacolod...(Visayas).

3) What are your experiences in Beatbox?

-Who are the people you've met because of Beatbox?

(Rose) Yung mga DJs talaga, yuntalagayung target namin. From beginners, hanggangsamga professional DJs, we invite them to hang out and even to sell items, where they can get together...kasiwalasilang community before. And we're (also) giving them a space...we give them advice, we help them out.

Like, this event is like a meet and greet...

-What are the things you've achieved because of it?

Basically, it's an everyday process. We learn new stuff also. Even though these guys have been in the business for more than five, ten, fifteen years already. The good thing about it is we get to meet different kinds of people...you don't just see them in club, now they're here.

(Rose) WE also help them in terms of advice, and what to get, 'yunyungino-offer naming sakanila. We interact with them personally, lahat kami, we talk to them, hindi naming silapinapabayaan.

4)Is there anything you regret?

No, not really because we're having fun, we love what we do.

(Rose) Ito yung passion naming lahat that brings us together.

5) Does Beatbox have a particular 'style'?

No naman, but what we do, we have jamming sessions, every Thursday we have like jamming sessions where people can play their vinyl. Almost every day there's something going on. Bring your laptop in, and that's it. No particular music, we have to cater to all the genres, different kinds of music—exclusive for DJs and music enthusiasts. We don't have drums, we don't have guitars, though we do have spakers, this is not the band...This is their (DJs) home, their sanctuary.

-What kind of DJ gear can they expect from the store?

We have different kinds of equipment from the high-end to the...it really depends on their budget. And actually, one of the offers that we can give to DJs, even if they don't see the equipment that they're looking for, they can order it from us and then we can deliver it to them. The funny thing about having this store also is that there are other DJs who are already playing by midnight and then all of a sudden they have a problem with their equipment, they just have to call us. We deliver. One of the guys recently, he had problems with his headphones and you know DJs, they don't want to be sharing their headphones. I had to deliver it to him at one in the morning, and there's no other store that can do that. They can just order it from us and we can deliver it to them.

We also understand the needs of the DJs. We also help them, we book them also for different gigs, because we're connected to some of the clubs and some of the events companies. If they look for DJs, it's us who actually pick those DJs and give it to our clients. So say, the clients want this kind of music, we have a pool of local DJs we give to our clients. We have a roster of DJs, what kind of music, we even promote DJs here. There are gig guides, we have our Facebook as a promotional tool for them 'cause we're really connected to some of the bars.

-So can anyone just come here?

Oh yeah. We have a lot of DJs who hang out here. I, myself am not a DJ but everyday...because I hear a lot of types of music, you know, as long as you're a music enthusiast, that's it. But we actually cater to everyone. The youngest person to come to this store and bought a vinyl record was actually a 14-year-old kid.

6) Why should DJs, Turntablists, and Vinyl Enthusiasts go to Beatbox?

The reason why they go here also is first, to hang out with their colleagues, and then actually what's happening now is more on the *tambayan* type of place and then secondary talagayung selling. But of

course, they know where to go now. If I need anything, I have a store to go to, I have Beatbox to provide me with equipment at any time of the day. Well, we're closed lang on Sunday, but you know.

And I think we're very lucky 'cause we put the store in the middle of nightlife places. You have Makati, you have The Fort, there's Malate in QC that's only 30mins away from us. So, in a way, we're at the heart of the city. We're very easy to access, like to go to, if you need equipment. And our store hours are also the character of a DJ. Normally, they go home like 5-7 in the morning. So we're open from 1PM, that's normally the time they wake up, and go to their gig at 8 or 9PM, same routine everyday.

7) Why should someone who's not a DJ, Turntablist, or Vinyl Enthusiast visit Beatbox?

(Rose) We all love music, diba? And even if you're not a DJ, you can just hang out and we could give you advice. Even if you're not a DJ, we can help you out with what you need.

8) What's the best find you've discovered working with Beatbox?

We're in the era of digital controllers, so we offer a bunch of DJ controllers. It's easier nowadays because way, way back you had to bring your own turntables that are very heavy, it's inconvenient plus a lot of other stuff. Now, we have a few controllers in the market... We have different kind of equipment because we have to cater all these type of equipment because all DJs are not familiar with these equipment, you know they have something in their head and we help them figure out what they need. We also have headphones, and I think we're the only place right now who sells rare vinyl records, hard-to-find vinyl records that you can't just order online; there's no (other) store that sells that in the Philippines.

There are a lot of meet ups (for vinyl records) but having a store gives you security... the good thing about having a store is that you know where to find us... and that's also one of our goals. We're also a victim of pick-ups and fraud-selling online, so you don't want that to happen to other people. At least here, when you buy something and something happen to my equipment, I have a warranty, and I just have to go back to the store.

9) Assuming that you do, why do you prefer vinyl records over CDs/mp3s?

They're a classic.

10) What is THE must-have for any DJ?

(Rose) Headphones are one of the things you really need.

Must have? I think your ears and your passion, and your taste in music. And there's also their laptop, that's a must.

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And partly also, the reason behind why we put up this business, is because we're supporting a lot of foundation. Part of this event is the KaEskwela foundation. So the benefit of this event will also go to the children, and we're also building a library. So, the benefit actually will go to these kids and then hopefully these DJs can help give back to the community. That's actually the main objective of this event.

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(Rose) Yung mga DJs talaga, yuntalagayung target namin. From beginners, hanggangsamga professional DJs, we invite them to hang out and even to sell items, where they can get together. They didn't have a community before. And give them a space to hang out, we give them advice, and we really help them out. Like, this event is like a meet and greet for all the DJs also.

-What are the things you've achieved because of it?

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