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A quick word with PreRoll

While Dubai might be overloaded with house nights, there are precious few alternative DJs out there. Step forward, then, one highly experimental man and his new club night, *Sweet and Sour*.

Your flyer just landed on my desk – that's pretty impressive advertising.

Oh really. Well it's good to know my team's doing their job. I'm trying to get one guy to distribute all the flyers but it's kind of tricky – lots of places don't allow you to put down the flyers.

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Why are you putting on Sweet and Sour?

Simply because there's nothing like it. This is the music I like and it's in the kind of club that I'd go to. I like all kinds of dance music but when you go to a night it's mostly all house or all breakbeat or drum and bass. Personally I get a bit tired of it all and I like to be constantly surprised and pay attention to the music.

Who are your musical heroes?

It changes all the time to be honest, I find new heroes on a day to day basis. My old heroes are Afrika Bambaataa, the Beastie Boys and Michael Jackson. I don't mind dropping the occasional old song if it's still good.

You're up against Shakira and Twisted Melons – which one do you fear?

Twisted Melons. The Shakira event finishes at 11.30pm so they can still come down after.

You could bill yourself as the official after-party and get Shakira bumping and grinding to some Brazilian baile funk.

Ha ha ha, that would be great. I'll send her an invite. Twisted Melons might have an impact. If you're more into the indie pop vibe you'll head to Melons, but we're after the indie/dance/electronic scene so we should be OK.

Is there a market for that?

Yeah, I hope so. Ask me again in a week.

What happens when you get asked for Kylie for the 10th time?

Well, if I have the tune then I'll play it. But if they ask for Iron Maiden then that's a different story. Hopefully the people going will expect the music I'm playing so I won't get too many weird requests.

I reckon you'll get a couple of Rubbish & Boring requests.

I don't mind dropping some R&B, there's some great stuff out there.

Apart from the fact you've got your own night, what's the best thing about Dubai's club scene?

There's always something worth going to on the weekends. If we got a third of the artists we get here coming to Sweden [where PreRoll, real name Henrik, is from] it would be a completely different place. I think we're spoilt for choice but there's room for more choice here. It's all the big names over and over again.

You're mixing on a laptop – is that not cheating?

Some people say that. But where do you draw the line? They are the same comments DJs got when they played on CDs a couple of years ago and now it's completely accepted. It's just a tool. I'm not a turntablist or a scratcher or anything – I'm more of a selector, I guess.

The ultimate jukebox?

Yeah, I guess so. You want the DJ to mix the songs nicely but it's more about the songs played rather than the equipment used for me. In another three years it'll be accepted.

What's your dancefloor killer?

Well, I have to represent Sweden here so it would be by a group called Krazyfiesta and it's called 'Never Zkared'.

On your night, you'll be playing (deep breath) French hipster electro, mash-ups, techno, Baltimore club, nu rave, hip hop, acid, ghetto bass, punk funk, Brazilian baile funk, breakbeat, poptronica, electro, old skool jungle, house and crunk. Why?

Good music is good music and I've always had very varied tastes so anything goes.

And if they don't like the tunes, the flyer says that there's free champagne?

Yeah, for girls who get there before midnight there is.

Dam it.

You can always dress up...

Sweet and Sour is at Chaos on Friday March 23. Tickets are Dhs30 and ladies get free champagne and entrance before midnight.

By Andy Buchan, Wednesday March 21 2007

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