

the

very free

limerick event

guide

volume 1, issue 1
october 23 to november 5

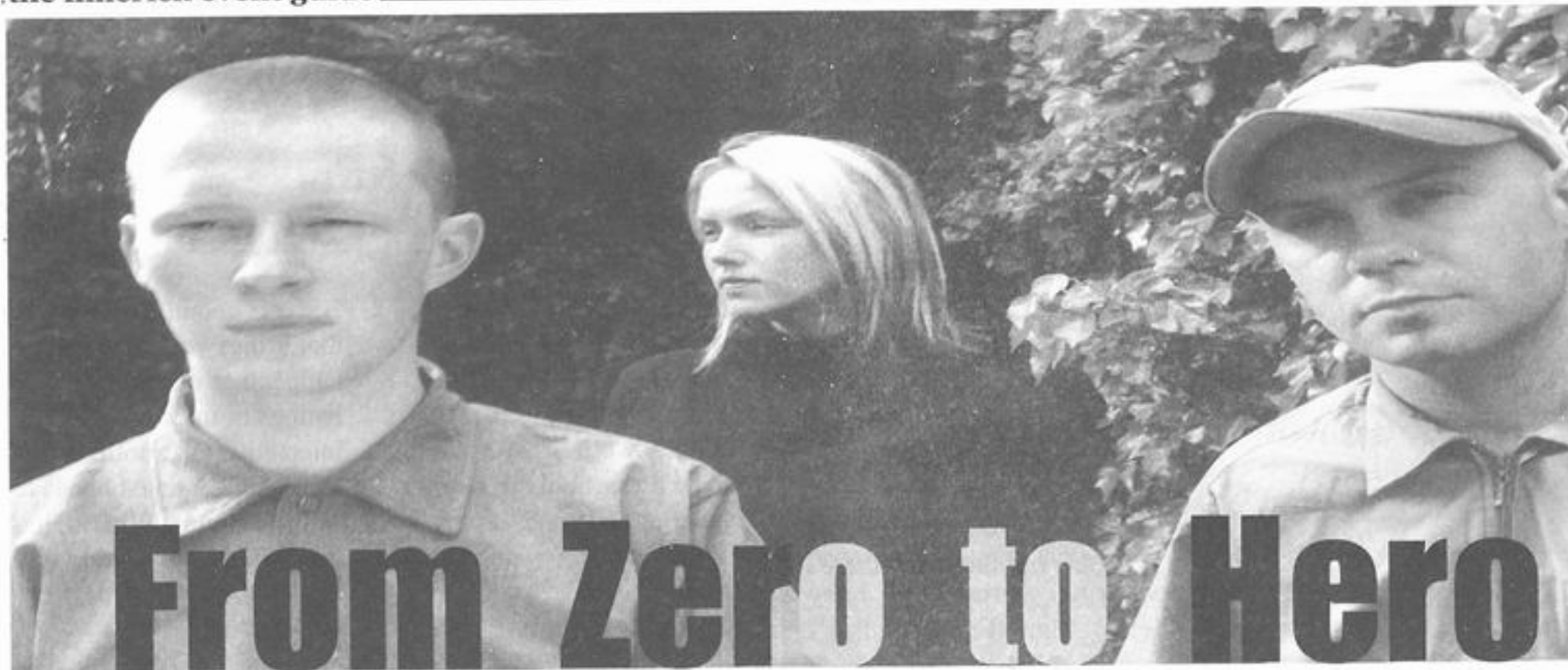
limerick band, 'sub zero', sign
with roger sanchez's new york label.

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Limerick group, Sub Zero, have recently taken a big step on the 'household name' ladder. Shane Slattery met up with them to find out what they're about, how they came to be and where they are going

Limerick dance music and club culture, or the lack thereof, has long since been a bone of contention for many young people in the city.

For years, Limerick's club scene has been kept in the underground and clubbers have spent much of their youth travelling to Cork, Galway and Dublin to get their slice of Ireland's burgeoning club scene. Something that has been proven is that by forcing something into the underground it generally makes it stronger and we are now seeing some of this strength bubble to the surface. Enter Sub Zero....

Sub Zero are Limerick trio Jenny McMahon, Graham Conway and Tony Roche. Rising from the ashes of drum and bass outfit 'Radars', the three came together to form the first Limerick dance act to make their mark on club culture. They did so in the following way; Sub Zero have recently been signed by American legend, Roger Sanchez. One of the most prolific DJ's on the international club scene, Sanchez has latched onto the Sub Zero sound for his In-Deep Productions label.

When 'Radars' finished, the three realised they had a common vision of music and decided to stay working together with their minds firmly focused on what that music should be. Jenny provides the sensuous and soulful vocals while Graham and Tony take care of the crisp clean production behind this music. Between them they formed Sub Zero. They have been working together for the last number of years acquiring equipment for their home based studio, collecting musical ideas and trying to bring those

musical ideas to fruition. What they have developed is nothing short of beautiful deep house tracks with a sensual atmosphere, which will stand strongly beside the products of any of house music's established artists.

In February of this year they began to send out material to labels, DJ's and management companies to get their opinions, criticisms and general views on the music. On Valentines Day, one such management company came back to them with the good news that Roger Sanchez was interested in releasing two of their tracks. Not only was he interested but so impressed with their sound that their pro-

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duction is being released exactly as Sub Zero arranged. Sanchez is also due to remix one of the tracks and a future album is also a strong possibility.

Not bad, but what makes Sub Zero different from other house acts? Well for starters, from the school of Groove Armada and Rae & Christian, they also perform live and have already appeared at the Sundance festival in Estonia. With a possible trip to the Miami Winter Music Conference also in the offing, we get the feeling that live performances will become an integral part of Sub Zero. Essentially they see themselves as a band and with Jenny's unique vocal style, Tony's percussion skills and Graham's

keyboard dexterity, Sub Zero have a wealth of talent for on-stage performance.

Their influences are many as can be seen from the vast range of titles in the CD collection beside the studio and this is also evident in some of the more down tempo music they have produced. One thing is for sure. They have total respect for live instrumentation and advise any young production outfit to learn to play instruments rather than depend solely on sampled sounds. A good direction for club culture, one suspects.

Sub Zero decided not to launch directly on to the Irish scene because they saw a lot of obstacles getting the right exposure in the Irish music scene. They could have gone down the usual club and competition circuit trailed by many other Irish bands but decided to go directly to labels and do this themselves. It has been a slow process for the band but they are now reaping the rewards.

One thing you can bet on though, if this is the first you have heard of Sub Zero, it won't be the last. Two tracks, "Feel this Way" and "Cradle My Soul", are due for release on In Deep Productions in Spring 2002. With some strong material already produced and plenty of ideas between them Sub Zero are on the way up the temperature scale. From a city that has never truly embraced club culture, Sub Zero have managed to develop a sound that exudes everything that is good about club culture and dance music and are currently one of this city's hottest properties. Just proves you can never keep a good thing down!