

What's Fresh Now

FreshFace

Jamie Keogh

Scratch DJ Academy

WHAT IT IS: Rob Principe, Reg E. Gaines, and the late Jam Master Jay of Run-D.M.C. formed the academy in New York in 2002 to teach both professional mixologists and neophyte DJs the art form of spinning. In November, the academy set up shop in an 800-square-foot space in South Beach; it features 20 top-quality turntables, 10 state-of-the-art mixers, a high-end sound system, and an extensive record library. Keogh (aka DJ Immortal) is the director of the new office. "We wanted to expand to all the big music cities, and Miami is definitely one of them," he says. Principe agrees: "This is a town of entertainment seekers and partiers. There's no better place to spread our knowledge of this art form."

UNUSUAL CURRICULUM: The academy offers a six- or 10-week program with courses such as DJ 101 for beginners to DJ 202 for intermediate and advanced students. Local DJs known on the Central and South Florida nightclub scene (such as **NVS Styles**, **K-Razor**, **DJ Tempest**, and **Fuse**) teach the courses, and every two

weeks, an established DJ like **Irie**, **Craze**, or **Edgar V** comes to Scratch to share

his experiences and to teach.

GREAT FOR CORPORATE EVENTS: Scratch offers interactive group programs for events, including its most popular activity—Scratch & Burn. Two DJs will set up at an event, one to provide the music and the other to teach guests a five-minute lesson on the turntables. At the end, guests leave with a CD copy of what they mix, which can be customized with logos. With Pick & Play, DJs bring crates of vintage records to an event so guests can choose the ones they want to hear.

CLIENTS: Although it has been open for less than two months, the academy has spun at events for **Bloomingdale's**, **Diesel**, **Royal Caribbean Cruise Lines**, and **Crunch Gym**. For a **JCPenney** branding campaign at **Aventura Mall** in conjunction with a kids dance competition, Keogh provided the Scratch & Burn lessons to more than 50 kids ages nine through 13. —*Vanessa Goyanes*



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