

# Kim Cameron & Side FX – Simply Naked

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By: Jamie Steinberg

## **Q) What inspired your new track “Simply Naked?”**

A) I met a person who I felt was always holding something back. I found out later they had embellished many things about themselves, which was very hurtful to me at first, but then I realized it was another symptom of the underlying issue – being too afraid to just let someone inside. I began thinking about how many of us hide from our own truths and realities, wondering what would happen if we stripped away our clothed fear that covers up our soul, becoming simply naked. It is an exposure that most of us are afraid to show to others, even those who are very close to us. Allowing an individual to really see you, inside and out, can be super scary. I liked the idea of trying to tell that side of nakedness in this song.

## **Q) What is your songwriting process like?**

A) Every song is different. Most are inspired by people I have met or interactions that I have personally had. And, 80% of the time, I hear the melody once I see the lyrics (or story). For me, songs are simply stories or big messages that must be told.

## **Q) How do you feel this recent single shows your growth as an artist from all your prior releases?**

A) I am afraid I am more of a serial songwriter, so these past few months have been filled with songs popping up in my head. I have a tendency to go through “song spurts,” sort of like grow spurts in a way. This song plays back to my deep house love affair that I had abandoned from the last album. It feels much more like the work from the *No Regrets* album, which was primarily a playlist of chill music. I seem to walk a tight rope at times in-between house and deep house, but with “Simply Naked” I think this one is a bit sexier, a bit deeper and hits many right in their core.

## **Q) The song was produced by Kevin Rockhill, but how much of a say do you personally have in the production aspect?**

A) Kevin is an amazing producer and I do not have producer’s ears – which are very special. I have songwriter ears for sure. Songwriters hear things that do not exist. Producers take sounds that exist, but then mold them all different shapes and sizes. My belief is the two are a perfect blend to creating great songs. Now, having said that, I will acknowledge that men and women

hear music very differently. When Kevin and I go back and forth during the final phases of production, we both hear things that the other cannot. Blending and curving those sounds together is like stirring nutmeg and chocolate into your latte...just enough spice to make it perfect.

**Q) How do you decide when a song is finished and ready to release?**

A) I wish I had this super sophisticated answer for you with a big process associated with it, but I will have to go with the truth: A complete gut instinct.

**Q) With a new single, when can we hope for a new album and possibly a tour?**

A) We are actually putting together touring dates for next year. France is back on the list, maybe Malta and mostly like China again. This year has been pretty special with our tours to Morocco, Europe and Asia, so it might be hard to top it, but we are gonna try!

**Q) What is it about EDM music that continues to make it such a labor of love to you?**

A) I love to dance, so I am passionate about it, for sure. But I have also written several children's songs, some of which are appearing in my upcoming animated feature film *Seaper Powers*. One of the songs had more of a reggae feel, which I attempted to sing myself and just could not pull it off. I asked a friend who has a great reggae sound to help me out. So, I do love writing other types of music, but I am not always the best person to sing those other genres.

**Q) What advice would you give to up and coming musicians?**

A) Practice, practice, practice, practice. Keep writing. Keep writing. Keep learning. Keep learning. I still do...every day.

**Q) If I were to take a peek at your music collection, what would I be surprised to find you listening to?**

A) Well, this morning I had world music on. Yesterday, Alison Krauss. The day before Basia. And, last weekend, Citizen Cope. Of course, when I am dancing...it's gonna be Disclosure or Autograf or Nora En Pure.

**Q) What would you like to say to everyone who is a fan and supporter of you and the work you do?**

A) My fans or supporters are a gift, truly, because they enable me to do what I love. I hope to never let them down.