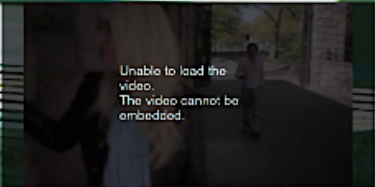




Side FX



So why don't you introduce yourself?

I'm Kim Cameron, the lead singer and songwriter for the Side FX. The band has gone through many shapes and sizes. I like to believe that we have changed as our cultural and society has changed, musically speaking. I also manage the record label Side FX Partners, who just signed a 7 year old, and is about ready to start co-production on a new reality series, which will air next season!

I have been writing both for the band as well as several network catalogs, which allows for a lot of creativity. And on the side, I have been doing voice over projects for animation films and children's audio books.

How did you get started in the music scene?

I guess in the 2nd grade when I joined the school band and learned clarinet. It stuck with me, and I just cannot seem to shake the need to musically exploit myself.

What's the story behind the band's name?

We began our journey as a pop-rock band. So we thought, what would happen if we added instrumentation and sound effects that one does not typically hear in rock music, like a middle eastern guitar riff, or a jazzy soprano sax line? We thought what would the Side Effect be on rock? Then, we added a play on words with effect using FX...and Side FX was born.

What are your music influences?

Gosh, who isn't? I listen to country, hip-hop, electronica, rock, pop, jazz...so everyone has influenced me. But really, I am always about the story. The story always dictates the songs sound...that is my greatest influence.

"Not Into You - A Little Bit." How was the film experience and what's the concept behind the video?

It is about the spinning cycles we all have with relationships, the ups and downs. It seemed natural to spin them together since we all are in a spinning cycle of one sort of another when it comes to love...aren't we? The video was supposed to portray those turns, which is why I added the pole dancing scenes. And, of course, once you find love, it eventually dies, either literally or figuratively unless you work at it, which is why I die at the end.

I am all about presenting double meanings to most things I do. I hope this one conveyed that objective.

How you came out with this idea of putting two singles together?

I am known for writing about love in my songs, so it seemed natural to write about both the falling in and out of love, but for a 3-minute song, it didn't make sense to mix the two, but then, I thought, why am I restricted to one song? Plus, I don't think anyone had done this before, which always makes it more fun!

What's your songwriting method?

Lately, my guitar player and I have been doing most of the writing. Now, he is across the country, so we had to learn how to be creative remotely. While I wish we were closer, I have to say, this process just works. And he gets me. I typically have the initial idea, and then, he will come in and add just the right spice to make it pop. We grow it for there.

Still Spinning. How was the recording and writing process? How you guys came out with the title?

It is meant to be an extension to last year's album *Spin Me Ever After*. Since it is an EP, and we wanted to continue to grow our electronica sound, it felt very natural to use that title. We experimented with this album, using 3 different producers. I wanted to see if we got different results...I wanted to mix it up. I have loved my producer on the last two albums, but I was worried that our sound might lose some of its creative edge if we did not use different team members. I think pulling in different creative people at different phases of a project is always healthy.

What has been one of the most hilarious moments you guys have been while touring or playing a gig?

The great thing about touring is you are never lacking really good humorous content. We have forgotten soundboards, driven all night to avoid staying in a condemned hotel, or run over critical sound equipment right before showtime. I think that is why touring is so addictive...there are a lot of laughs, and only tears when we have to end the tour.

So what's next in Side FX's world?

We are hoping to finalize another international tour pretty quickly....so crossing fingers!

Where can we find more about your music?

www.sidefxmusic.com