



wire

MAGAZINE



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PERFORMS @ TWIST

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WIRED FEATURE: ERIKA JAYNE @ TWIST

PHOTOS PROVIDED BY CITRUSONIC.NET

ERIKA JAYNE PERFORMS @ TWIST



As one of the most legendary gay venues in South Beach, TWIST has continued to entertain and mesmerize locals and visitors alike with some of the hottest DJs, performers, and themed parties. It's no secret that some of the biggest names in the biz have made more than one appearance at TWIST, and a number of others even began their careers at TWIST.

Next Thursday night, TWIST will welcome one of the hottest stars in dance music – the ever-glamorous Erika Jayne, as she performs a few hits from her debut album, *Pretty Mess*. If disco balls, ecstasy, pearls, Studio 54, sex, crystal chandeliers, *Purple Rain*, and *Crème Brûlée*, could be whipped in a blender and made into a delicious pop-dance musical confection, you would have *Pretty Mess*.

It's typically a no-no to be so bold as to compare any new artist to the Queen of Pop, Madonna. But, when it's comes to Erika Jayne, it's impossible not to make the comparison. Just ask the *Guardian U.K.*, which wrote, "Erika Jayne is Madonna trapped in the moment when she recorded the *Erotica* album. She's Nicole Kidman in *Moulin Rouge* goes trance with a dash of debauchery, or Gwen Stefani goes burlesque. She's equal parts Hollywood glamour and S&M chic. The spawn of Sapphic union between Rita Hayworth and Traci Lords."

"That is a perfect description of my music and vibe, actually," says the Atlanta-bred, Los Angeles-based singer-songwriter proudly. "All of that influenced me, as did *Purple Rain*, the feel of Studio 54, Kylie Minogue, and the Old Hollywood designers Edith Head

and Adrian Adolph Greenberg. They were all about having a good time, and that is what my record is about. I want people to have fun, dance, and escape into fantasy. I want the listener to take a sexy little trip away from their lives. It's a very sensual, erotic, luxurious-feeling album. That was my state of mind when I wrote, and that comes naturally for me. It's something that I could either choose not to accept or to embrace it and run with it. And, I'm running with it. I'm not afraid to be me and to sing about the things I want to sing about."

Erika gravitated to music and performing as young as her earliest memory. "My mom was a young mom, 18, so she would always have the latest music on in the car, but she was also a classically trained pianist who taught lessons in our home. Music was always playing in the house, which was cool," explains Erika. "At three-years-old, I would go in the closet, ask my mom to introduce me, and pop out to put on a show for my family. I would usually sing 'Little Miss Muppet.' Then, when I was five, I won the Best Little Performer award in my dance class, and my first performance was singing Dolly Parton's '9 to 5' in the third grade school talent show. I knew I wanted to be a performer."

The precocious child also did musical theater (she was Val in *A Chorus Line* and Frastroda in *Pippin*) and honed her singing, dancing, and acting chops at North Atlanta School of Performing Arts for high school. It was in high school when she got her first real taste of what it would be like to be an international pop star. She toured the world in the school's revue

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show where she performed "9 to 5" and Madonna's "Get Into the Groove." "I was singing and dancing five nights a week on top of going to school," says Erika, who is also a skilled ballet dancer. "At 18, I moved to New York and was in a few girl groups, but I always wanted to step out on my own. I worked my ass off to get to where I am today and I'm really glad I did it this way. It makes the success worth it."

Erika has indeed accomplished more before the release of her debut CD than most artists. Along with two chart-topping dances radio tracks, the sensual video for "Stars" — directed by Scott Speer (Will I. Am, the Veronicas, Paris Hilton) — spent 12 weeks (peaking at No. 2) on LOGO's The Click List, and the song also hit No. 1 on the Billboard Dance Play chart and is featured in the 2009 movie American Summer with Efron Ramirez (Napoleon Dynamite) and Matthew Lillard (Scream). Three other songs have been placed in movies as well — "Rollercoaster" is in 2008's Deal featuring Burt Reynolds and in the horror film Bumper, and "I Lose Myself" and "Just a Phase" are in the 2007 Matthew Modine flick The Neighbor.

"I couldn't have asked for a more fitting scene in The Neighbor for 'Just a Phase' to be playing in," Erika explains. "These young girls are having a slumber party and they are just jumping up and down and going crazy to the song. It reminded me of when I was a little girl and would jump on my bed singing along to music. Just pure, unadulterated fun! It was delicious. It's what I hope everyone will do when they listen to Pretty Mess. It's all about that feeling."

And we'll all get to experience "that feeling" next Thursday, July 22, as Erika Jayne hits the stage at 1 a.m. sharp to perform her latest singles — four of which have hit #1 on the Billboard Dance Chart.

We were lucky enough to snag an interview with the fab diva. Check out what she had to say:

How did you get into show business?

At three years old, I started putting on shows for my family. They were and still are my best fans.

When did you realize that you were going to be a hit?

Well, I just kept going for broke!

Obviously you have obtained quite a large gay following. How did that come about?

I make dance music and fortunately for me a lot of people like my genre of music. They're the best support an artist could hope for.

Who have been some of your role models as a performer?

Madonna, Prince and Michael Jackson

Let's talk about your latest album. What makes it so unique?

Pretty Mess really comes from my heart.

Was there one particular collaboration that you were really excited about?

I LOVED that Sheila E. agreed to perform on my album.

Who has been some of your favorite people to work with?

Dave Audé, Luciana, Nick Claus, Mike Ruiz, and, of course, Mikey Minden.

Which song do you think people are going to be requesting non-stop at the club?

It's all about my new song, "One Hot Pleasure".

What do you hope to accomplish with this album?

More fun, bigger shows, more videos, more, more, more!

Are you looking forward to being down in South Florida?

Always, I can't wait.

What are you looking forward to the most?

Hot boys, hot sun, and a hot time.

How did you get connected with TWIST?

Orlando Puerta, who works with me, hooked it up. They've supported us and I can't thank them enough.

What can people expect during your show?

Sex, guns, and glitz.

Any surprises?

You bet!

Any advice for people trying to make it in this business?

Get ready for lots of hard work, love what you do, and stay focused.

ERIKA JAYNE PERFORMANCE

July 22, 11 p.m. to 5 a.m. @ TWIST

1057 Washington Ave.

www.twistsobe.com

