

Mor Elian is an artist who's immersed herself in all facets of electronic music. This DJ, producer and jewellery-maker is also the co-founder of legendary LA party Into The Woods. As if that wasn't enough for Mor, she's just added the title of label boss to her artillery with the creation of Fever AM. Ahead of her B.L.O.O.M. appearance at Soup Kitchen, the Beautiful Ladies Organising Orgasmic Music asked her about throwing parties, making music and splitting time.

**- You recently teamed up with Cassegrain's Rhyw to start Fever AM. What would you say is the biggest obstacle with starting your own label?**

*Selling the records! What most labels don't tell you is how saturated the market and how hard it is to stick out these days. We sold through most of them because we were really on it.*

**- What was the music scene like in Tel Aviv growing up?**

*It was as much a part of mainstream culture as anything else. These days almost every bar, restaurant, or clothing store has electronic music playing in the background. In the amusement parks you had house music playing on the rides when we were only around 8 years old. It's funny! This is why Tel Aviv - a small city of 500,000 people - has about 5 big underground clubs with big talents working every weekend .*

**- How does the European party scene compare to the US's?**

*Well, I can only speak of the 10 years I experienced it, but it was pretty dead in the West Coast up until around 2011 when **100% Silk** started doing things in LA and across the West Coast. There was a psytrance rave scene but I never liked it. On the other hand, the Mid West had plenty of legitimate raves. House and techno never died in Chicago, New York, or Detroit. There were more things in LA but I didn't know where to find them really.*

**- What's the story behind Into The Woods?**

*Me and my partner Jimmy felt there was some key artists that weren't getting booked in LA so, we decided to go for it. A lot of them were Detroit artists, women and people of colour who're fantastic DJs. There's a lot of house and disco, and a lot of darker techno being booked in LA, but not much in between.*

**- What are some of your favourite crate-digging spots?**

*I enjoy digging in Berlin at all the usual spots - Hard Wax, Oye and Sound Metaphors.*

**- On the site for Myrrh jewellery, it says that your passions for music and jewellery "draw inspiration from each other". Can you tell us a bit more about the relationship between your two creative endeavours?**

*It's nothing specific but it's like having two forms of artistic expression feed into each other. They simultaneously give me energy to bounce back and forth with one another.*

**- What is your creative process in regards to production?**

*Well, it usually starts from playing around and creating a part, can be a drum loop or synth lead or bass and then I build on that.*

**- ...And jewellery?**

*With jewellery, it's all physical matter but it's still a similar process. I start with a raw material, then I play with shapes and put them together. They are both endless processes.*

**- Is there anyone you're listening to or particularly excited about at the minute?**

*I really like **Jasss's** new album on **Ideal Recordings**. Also, **Mica Levi's** work is great and I love **Beatrice Dillon's** productions. **Minor Science** and **Lanark Artefax** both made some really good records this year.*

**- Touring on top of splitting your time between Berlin and LA must be pretty hectic. What do you do in your down-time, if you have any?**

*Ha! I actually narrow down my LA time to 2-3 months out of the year so it's not that bad. During my free time I like to stay active to keep my mental and physical health in check since this line of work can really wear you down. I also like to cook and watch crime documentaries. I read a lot too.*

**- We're super excited to have you at B.L.O.O.M., what is your pre-set routine?**

*I always get a bit down when I get to any hotel room, I'm not sure exactly why so I'll go over my music or take a nap. I don't say a prayer or meditate to have a good set or anything like that because I'm not **Beyoncé** and I just play in clubs. However, prayers and meditation are cool - I'm all for them!*

**- What can we expect from Mor Elia in the future?**

*I'm trying to figure it out as well, taking every day as it comes. I think things are going to become more conceptual and a little less straightforward, if that answers your question.*