

Toyko - Japan

DJ Sero



Our editor in Tokyo Japan had the pleasure of being able to interview one of the hottest DJs in Tokyo Japan; DJ Sero. A very versatile DJ playing a large variety of music, for a large variety of people under one roof. As a DJ that has spent time in Los Angeles he has a very interesting view on the lifestyle of a DJ.

Tell us a little about yourself.

Sero: I'm Japanese born in Tokyo, raised in Los Angeles, and now residing in both cities. I currently am a resident DJ at Club Alife Tokyo on weekends, as well as a music director, which is a major role at Alife since we welcome more than 40% of international guests, who generally take music being played at nightclubs seriously. I also spin at 1Oak Tokyo, Camelot Shibuya on a regular basis, as well as a number of private parties at major hotels in Tokyo. I also work as a music editor, remixer, and mixtapes have been heard on major DJ record pools and played by a number of DJs including Diplo.

What inspired you to get into this field of work?

Sero: My first mentor who taught me how to mix and setup equipment was DJ AM. That inspired me the most for sure. Without a doubt he changed the DJ world and opened up opportunities for me. Unfortunately, I didn't get a chance to see him DJ live, but I have heard his mixes over and over again to learn his turntable skills and DJ ethic. I really love how he mixes all kinds of genre including hip hop, 80s, and even house music. Since I grew up in two big international cities, Tokyo and Los Angeles, I feel more comfortable not limiting myself from one category, so his style of mixing works the best for me.

What are some challenges you face being a DJ in both America and Tokyo?

Sero: Since every party is different even in the same venue, it requires skills to be able to read the unique crowd and drop the right song for that crowd. This is not something that you can practice because there is no right or wrong answer to it, but my 10 year experience in the DJ industry in both Tokyo and Los Angeles finally enables me to feel the atmosphere and pick the right song. Deejaying in Tokyo is especially difficult since Tokyo is a big international city where people come from so many different places including Asia, Europe, North America, South America, and so on, and they prefer different music not necessarily based on billboard and Spotify, so I have to be extra careful with what they like and make sure everybody on the floor is having a good time. If there is one person that is isolated or does not like what I play, I can literally see him or her and I really can't stand it. DJ for private and corporate parties always difficult ones as there are men and women of all ages with so many random requests from 80's to pops lol, but going through this tough environment is always intense but makes you a good DJ.

Where is the one place you have wanted to perform but have not yet?

Sero: I have more than one....lol. I would love to spin in Hollywood such as 1Oak, Avenue and Las Vegas.

Who is your favorite artist of all time?

Sero: Not a big surprise but I grew up with Snoop Dogg and 2pac but as a DJ, I have always loved listening to all songs.

What do you think when you hear the words "American Hip Hop?"

Sero: I think of American Hip Hop as culture and respect. American Hip Hop is heard in many places in Tokyo nowadays, and so many DJs drop them just because they are popular on billboards and Spotify. I sometimes feel like some DJs do not fully understand the history and background of the music they play. To be able to entertain people with Hip Hop, DJs need to learn the history and culture, and more importantly have a respect for it. I feel the lack of knowledge about American Hip Hop has been seen in the Japanese nightclub scene, and I believe there are some songs being played that would displease some club goers when played by Asian DJs. In 2020, the Olympics will be held in Tokyo and it is expected to attract more international visitors, so I hope each DJ has the respect for all music and culture surrounding it. At the end of the day, create an amazing environment by the art of sound, a Universal Language.