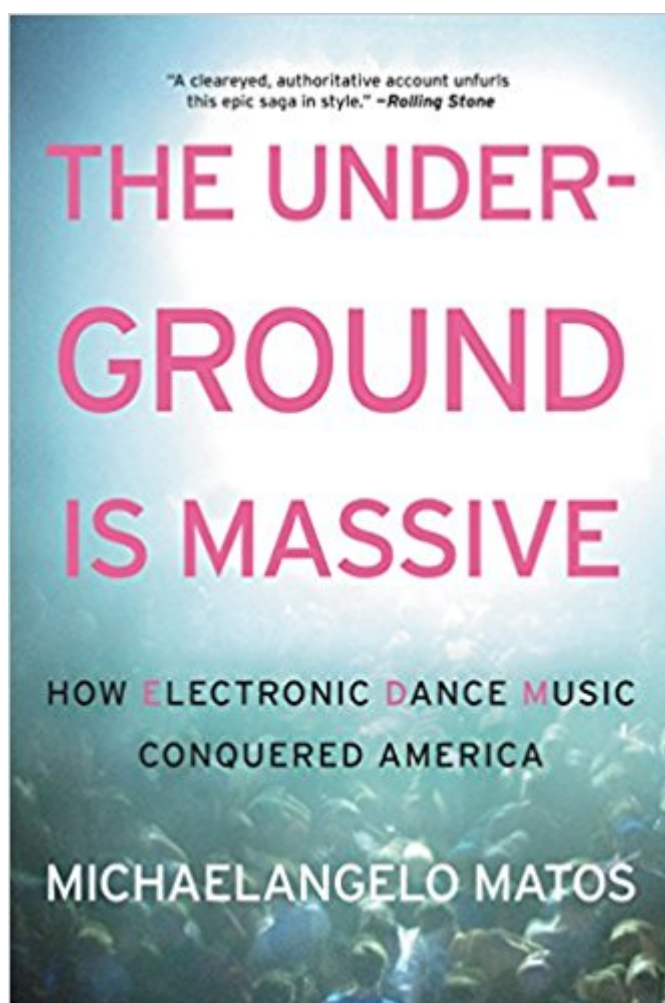


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The Underground Is Massive: How Electronic Dance Music Conquered America



Synopsis

Joining the ranks of *Please Kill Me* and *Can't Stop Won't Stop* comes this definitive chronicle of one of the hottest trends in popular culture—electronic dance music—from the noted authority covering the scene. It is the sound of the millennial generation, the music “defining youth culture of the 2010s” (Rolling Stone). Rooted in American techno/house and 1990s rave culture, electronic dance music has evolved into the biggest moneymaker on the concert circuit. Music journalist Michaelangelo Matos has been covering this beat since its genesis, and in *The Underground Is Massive*, charts for the first time the birth and rise of this last great outlaw musical subculture. Drawing on a vast array of resources, including hundreds of interviews and a library of rare artifacts, from rave fanzines to online mailing-list archives, Matos reveals how EDM blossomed in tandem with the nascent Internet—message boards and chat lines connected partiers from town to town. In turn, these ravers, many early technology adopters, helped spearhead the information revolution. As tech was the tool, Ecstasy (Molly, as it’s known today) an empathic drug that heightens sensory pleasure—was the narcotic fueling this alternative movement. Full of unique insights, lively details, entertaining stories, dozens of photos, and unforgettable misfits and stars—from early break-in parties to Skrillex and Daft Punk—*The Underground Is Massive* captures this fascinating trend in American pop culture history, a grassroots movement that would help define the future of music and the modern tech world we live in.

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Customer Reviews

“The Underground Is Massive is a book about the rise of electronic music, but let me be very clear: anyone who cares even a little about music will love this book. Dance music’s growth took place largely away from the spotlight, in cross-pollinating scenes around the globe; Michaelangelo Matos tells these hidden histories with the love, care, and joy of a seasoned mage passing down spells to a trusted novice. Every detail, every page, every where-things-changed anecdote hums with life. This book is a genuine service to history, and I am profoundly grateful for it.”

• John Darnielle, author of *Wolf in White Van*, nominated for the National Book Award

The Underground Is Massive is the first-ever big-picture history of the American electronic dance music underground, viewed through the lens of nineteen parties over thirty years

• from the black, gay underground clubs of Chicago and Detroit’s elite teen-party scene through nineties “electronica” to today’s EDM-festival juggernaut. In telling EDM’s story, Michaelangelo Matos takes in the rise of the Internet and Burning Man, 9/11, and the collapse of the record business, spotlights its legendary artists—including Frankie Knuckles, Moby, Diplo, Skrillex, Deadmau5, David Guetta, Tiësto, and Daft Punk—and vividly charts why and how it took nearly three decades after electronic dance music became a global youth soundtrack for it to hit big in the land that birthed it.

“A staggering work of research, organization, and synthesis, yet Michaelangelo Matos never loses his wit or his deft way with a sentence. He is the Barbara Tuchman of EDM!”

• Luc Sante, author of *Low Life* and *The Other Paris*

Michaelangelo Matos writes regularly for *Rolling Stone*, *Red Bull Music Academy Magazine*, and *NPR*. The author of an acclaimed volume (about Prince’s *Sign o’ the Times*) in Bloomsbury’s 33 1/3 series, he lives in Minneapolis, Minnesota.

United States pop culture has had a very different view of dance music than the rest of the world. Despite its origins in this country and despite being about the same age as hip-hop, the many variants of electronic music have never really broken through to the mainstream, until recently. Now every major festival seems to have an EDM element to it even if it’s not entirely dedicated to the sound. Matos takes us from the roots of the sound and the parties up to some of the most recent festivals, introducing us along the way to many of the movers, shakers and originators that got us to this point. Maybe you were at one of the parties documented, or one similar, you’ll be transported back to the dancefloor. You’ll hear the beat of the songs mentioned, and feel that familiar shiver up

your spine remembering the first time a track really touched you. Maybe you've never been to a rave, festival or nightclub where this music lives, but heard about this counter culture, this will give a glimpse of what it was like.

This is a magnificent chronicle of music history that expounds upon the enigmatic world of underground music and its evolution in an interesting, respectful and thought-provoking manner. I am an old-head raver (and always one of the oldest in the crowd jumping up and down) who started as a house-music freak, and love, love, love all of the sub-genres. I am so appreciative to the pioneers and this book pays homage and give props. A must read for all EDM fans! If you don't know where it started, you'll fall for anything!

My book arrived perfect. Clean cover, no bends or frays. I was hooked upon reading the first few page excerpts. I loved the photos included and the in-depth history and knowledge by the author in regards to house music, EDM, techno, and legendary DJs and producers. I was honestly wishing the book would never end.

EDM still isn't, and probably never will be, a family of musics that sing to my soul, but this is a fantastically well-written account of its infancy and development.

Loved it, as an old school raver that went to my first party in 99 this brought back some great memories. Great story, writes very good, big up for writing the history of our scene.

Well written.

As both fan of the scene since 1991 and editor for Massive Magazine (mentioned many times within the book) for several years, I have read many books that try to capture an always changing movement and The Underground is Massive is the best out there! A solid read that you can't put down.

A must read!!

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