

Melleefresh Keeps Dance Party Going For 25 Years

'I love the evolution of it all!' says Canadian dance music vet & record label owner.

By **Darryl Sterdan** - 2021-04-23



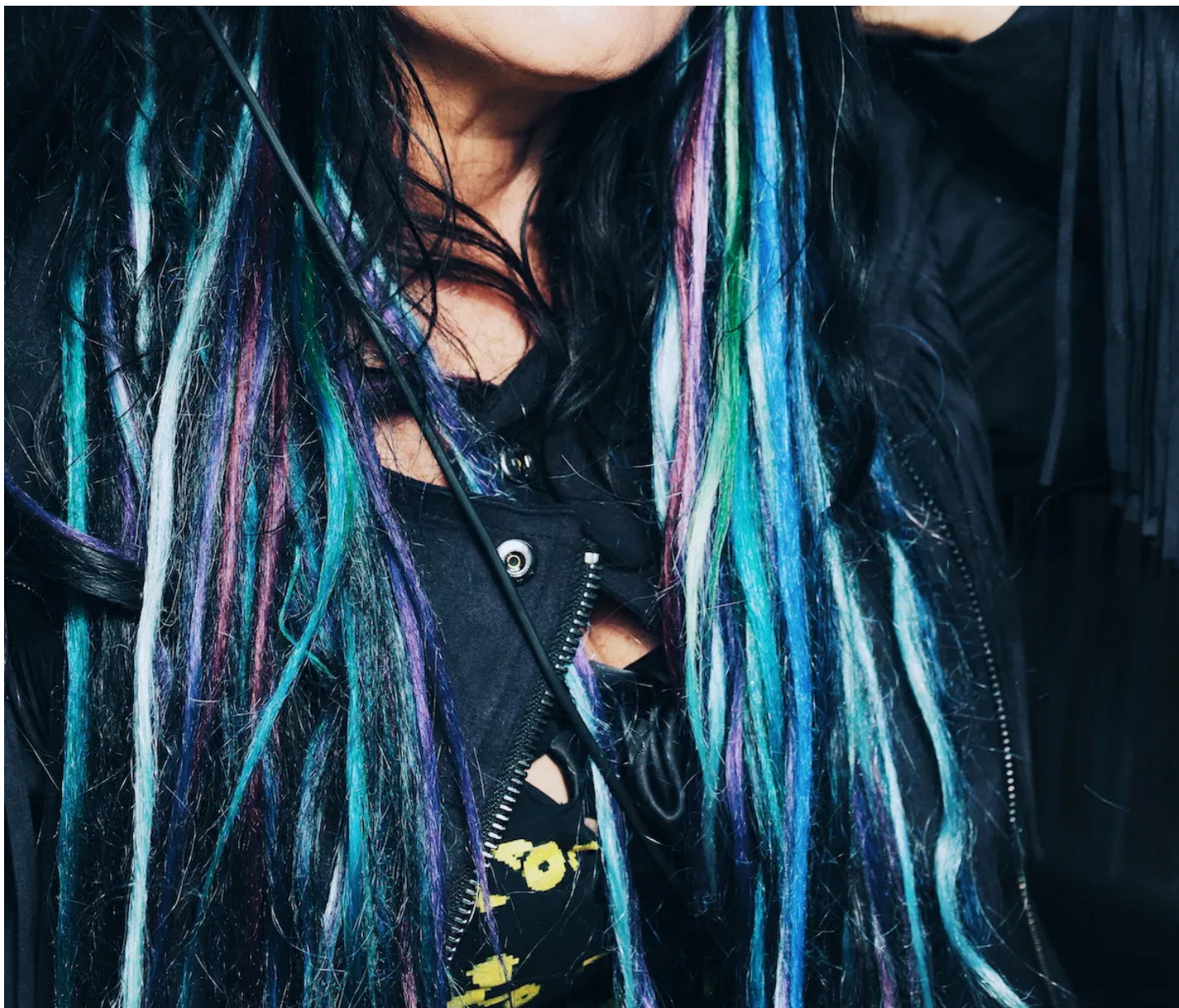
Rarely do you come across a globally heralded, multi-award winning female veteran of the music industry who continues to be a groundbreaking, ceiling-shattering revolutionary in all she does for three

decades, and counting. But such is the case for Canadian electronic music scene queen **Melleefresh** as she toasts her landmark and visionary 25-year tenure helming **Play Records** — and even longer as a veritable artistic force to be reckoned with in her own right.

Deemed “one of the pivotal figures in North American dance music” by **Clash Magazine**, the Toronto-based EDM dynamo has been a prominent avant-garde performance artist for the last 30 years. As president and founder of the **Play Records**, she discovered and signed **deadmau5**, and collaborated with him as **freshmau5** on many tracks, including the 2008 **Juno**-nominated release **After Hours**. **Melleefresh** has also collaborated with **Dirty 30 (Alixander III)**, **Billy Newton-Davis**, **Calvertron**, **Hoxton Whores**, **40oz Profits**, **Gettoblasters**, **Jerome Robins**, **dj genderfluid** and more. She is an inimitable reference point for the cut-throat, competitive intersection that is music, business, and being a woman in the thick of it all.

“I had begun writing and singing my own music, and decided at one point I wanted to do more,” she recalls. “But what I really wanted was to be able to control my own music, and maybe form a label. One of my first labels, **Nepotism Records**, had a motto of ‘Family, Friends, or F*** Off,’” she continues. “I guess I do continue to work more with people I know, but I have not had any major f*** offs! That said, it’s been a lot of ups and downs,” she continues. “There have been some battles ... Some ridiculous lawsuits ... And also some amazing collaborations and performances.





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“To this day, I find the constant search for new talent to work with has always been so exciting! That, and to develop new genres of music. I am continually evolving as an artist, and always trying out new vocals and musical styles with every different artist I work with. It’s been such a great discovery process, both creatively and from a business perspective ... I love the evolution of it all!”

Melleefresh’s extensive credits, accolades, and rungs on her resume continue to soar sky-high; never idle, she releases new music frequently — including her latest LP *Invincible*, and a special series of *Redux* re-issues slated for this celebratory year. She is also the co-founder of **Play Deep**, a state-of-the-art recording studio in London, England, with DJ **Spydabrown (Zachary Spider Brown-Smith)**. There, they have hosted recording sessions for the likes of **The Spice Girls, Ellie Goulding, Rita Ora, Chance the Rapper, Childish Gambino, Nadia Rose, DJ Jazzy Jeff, Gigs, Offset** and more.

Listen to **Melleefresh** below, and find out more about her world on her **website**, **Twitter**, **Facebook** and **Instagram**.



