



RUBY – A BIOGRAPHY

DJ – VJ - Producer – Remixer – Promoter

Intro

In the comparatively insular yet highly active Maltese clubbing scene, the talents you find behind every DJ stand within this little but full-blooded archipelago of islands bang in the middle of the Mediterranean are nothing short of talented and promising. However, talent and promise are attributes that can only be judged properly by none other than Malta's fervent dance community. If you had to come over and ask these very same clubbers who is the first DJ that comes to mind, chances are that the monosyllabic reply "Ruby" comes out without a nuance of hesitation. And why you may ask? Because simply put, DJ Ruby is the most ardently followed DJ in the Maltese islands. Regardless of any sub-genre of Dance music they listen to, many would admit that the delicate assumption of "No. 1 DJ" over here is deservedly his, such is the consistency that this man has delivered to dancefloors nationwide and worldwide too. What follows leaves no stone unturned in stating that Ruby is not a name that has just been around for a smattering of months spreading himself as a current but temporary flavour, but an institution that has evolved over two decades of hard work, forward-thinking attitude and equally advanced talent laced with a passionate and raw drive that none on this island have ever bettered. Fact.

The Beginning

From his humble beginnings in the game starting out with a mobile disco together with his brother, it was the latter's untimely passing away that made him quit from the mobile disco business only to immediately return a much stronger and driven individual in tandem with a mission that carried a musical torch inherited by his singer-songwriter parents, albeit in a different format. The flame emanating from that torch was first noticed by one of the all-time greats of the nascent and present local dance movement, David Dee, who spirited out Ruby out of the first club he ever resided in (Swiss Chalet) to one of the biggest clubs there was at the time, namely Generator. That was followed by further residencies within every club that was pivotal to the Dance music explosion that took off in the Maltese islands in the early 90's, namely Tremors, Miracles, and the still-influential Places in Malta's main entertainment Mecca Paceville, wowing everyone with his dexterity as well with his innate, energetic grasp of dancefloor dynamics and party atmosphere. But Ruby wasn't going to rest of his laurels (as if such a term can be applied to his hectic schedule!) – he transferred those very same qualities on the airwaves by simultaneously hosting a show on the late Live FM radio station, playing an instrumental part in bringing Dance music further into the mainstream in the process, as well as endearing him to a huge fan base that follows him passionately everywhere he plays to this very day.

Working With International Artists

It would take a heftily-sized book to name Ruby's full list of achievements here but, as Malta's dance scene moved on from strength to strength throughout the years right up until now, Ruby was, is, and will always be consistent and present with any superstar international DJ that visits Malta, and not to mention some of the leading lights he has shared decks with would be nothing short of a great injustice. To mention a few, Sasha, Paul Oakenfold, Tiesto, Carl Cox, Paul Van Dyk, Pete Tong, Armin Van Buuren, Ferry Corsten, Hernan Cattaneo, Chicane and Faithless visits to Malta were all accompanied by Ruby, as were a fair number of others found on DJ Mag's Top 100 DJs list such as Erick Morillo, Roger Sanchez, Dave Seaman, Paolo Mojo, Axwell, Steve Lawler, DJ Chus, Chris Liebing, Nick Warren, Desyn Masiello, Darren Emerson, X-Press 2, David Morales, Frankie Knuckles, Nic Fanciulli and the list goes on and on. When it comes to appearances with world-wide renowned dance music organisations the list is equally impressive: He is resident DJ at the regular Renaissance events which are held in Malta. Ministry of Sound, Pacha, Naughty but Nice, Cream, Creamfields, Godskitchen, Space, Global Underground, Azuli, Progress, Miss Moneyppennys, Bora Bora, Tribal Gathering and even MTV have all also taken Ruby onboard on their stops to this DJ's native isles. The latest also granted Ruby the biggest gig of his career performing for 40,000 people between pop giants Maroon 5 & Akon at the Isle Of MTV in July 2007.

Awards

A special mention must also go out to the numerous list of local awards that stem from his inspirational performances both for radio and clubs from 1997 to 2003 – the year that had seen Ruby win two awards: Best Club DJ at the Malta Music Awards, and Best House DJ at the Malta DJ Awards. But the most prestigious of all came in 2004, when Ruby won "Malta's Most Popular DJ" by the notorious TV network – MTV. Ruby even scored big in the local awards area, namely in the best remix category at the 2005 Bay Music Awards for his interpretation of Ira Losco's 'Love Me Or Hate Me'. Own productions 'Pure Stimulation' & 'Modulation Error' were also nominated at the same awards event and the Malta Music Awards in 2006 & 2007 respectively. Ruby went back on the winning podium in 2008 at the BMA's with his production of Malta's biggest dance single of that year 'Living In The Dark' and winner of Best Artist Website at the MMA's. Come 2009 Ruby won again at the BMA's with his massive collaboration with Ira Losco; 'Whats The Matter With Your Cabrio'.

A bigger award for Ruby was surely the 24 hour DJ marathon non stops sets he made to raise funds for Malta's biggest charity organization '*Istrina*' in December of 2007 & 2008. Till today Ruby is the only Maltese club DJ to have achieved a venture of this kind.

Internationally

However, these aforementioned awards do not seem to be rewarded solely on Ruby's local appearances alone. On the contrary, his hypnotic blend of grooves has taken him abroad many a time, and as you read this, he might be spinning in a European club right now. Ruby's slew of European appearances took off back in January 1998 at Naughty But Nice in Hereford's Crystal Rooms back in the UK, where he shared the booth with John "00" Fleming, Judge Jules, Scott Bond, Lisa Lashes and the late, great, Tony De Vit, followed soon after by appearances across Germany and Eastern Europe for influential German label MFS. His visits to Poland in particular saw crowds hit the roof with his regular sets at Warsaw clubs together with the most prolific Progressive promoters in the country – Sentence. Those appearances are complimented further with regular visits to Plovdiv, Sofia and Sunny Beach in Bulgaria together with the Electrica DJ Team, the Balkan's biggest promoters. Another international residency was his bi-monthly appearance with Eternity in Palermo, were his past gigs in the Sicilian Island already saw Ruby playing with Timo Maas, Paolo Martini (Bini & Martini), The Pasta Boys and Alex Benedetti amongst others. The Millenium Club in Bournemouth (UK) and Nightlife Club in San Antonio (Ibiza) were other clubs Ruby has played at when his global gigs started to take off.

In June 2005 Ruby's international career went on to another level! He joined Dutch label/management 'Fektive' which now takes care of his international bookings. Debut gigs with this renowned organisation were at Timewarp & Transmission festivals both held in the Czech capital Prague, together with Sven Vath, Mauro Picotto, Marco V, ATB, Markus Schulz, Above & Beyond and MIKE.

For these past 5 years Ruby's diary has been more looking like an Atlas, he's a regular in Ukraine, Lithuania, Dubai, Hong Kong, Bulgaria, UK, Poland, Holland, Elevate in India, Casino In Berlin, Privilege in Ibiza, Brown Alley in Australia and more gigs lined up in other countries!

Media

Needless to say, publicity has been instrumental in elevating Ruby's status. Besides the endless glut of interviews, mentions of constant high praise bestowed on him by a press that follows his every move as his fans do, even acclaimed European dance magazines seem to be fascinated with Ruby. DJ Mag (UK) even going so far as to knight him as "Malta's favourite DJ" in three separate issues. Ruby has also put his fair share of journalistic work via his "Ruby's Vital Grooves" column, the staple yet avidly read column that used to appear on the groundbreaking yet defunct local music publications Dansezee, Tune In & Juice magazines.

He also holds the distinction of being the first Maltese ever to host a MTV Europe show, a one-off edition of the hugely popular "The Dancefloor Chart" back in July 2002. February 2005 also saw famous German news TV station N24 featuring DJ Ruby on one of its popular travel shows, showcasing Malta, its culture, its party scene and everything related to DJ Ruby, his work and projects. Lately, he also was the host to local reality TV show DJ Challenge and music TV show 'Men In Black' with Joseph Armani.

Ruby's status as a celebrity personality in Malta reached its peak in 2009 where his profile was featured on the ever popular trump cards and played the main role in Malta's biggest ever blockbuster movie; Maltageddon.

Pure Promotions

As for promoting, this is where this multi-talented individual shines as brightly as he does in his sets and earns his high standing within the Maltese Dance community... say hello to Pure Promotions.

Co-owned and heavily driven by Ruby himself, since 1999 Pure Promotions events have steadily risen, attained and maintained a standard which has many clubbers collect and trade memories from every event that he has promoted like kids trade Pokemon cards! The reasoning behind this surreal yet legitimate observation is simple – every Pure Promotions event is a night where the DJs within these events walk out of the DJ booth mightily impressed with the excellent organisation, packed out venues, as well as the lively interaction between them and the eager and up-for-it local clubbers that are a staple feature of Pure Promotions events throughout.

Pure legendary parties already featured renowned DJ's & promoters of the likes of Paul Van Dyk, Hernan Cattaneo, Desyn Masiello, John 00 Fleming, Dave Seaman, DJ Chus, Joe T. Vanelli, Angello & Ingrosso, Nic Fanciulli, Dr. Kucho, Alex Neri, Wally Lopez, Paolo Mojo, DJ San, Luke Chable, Thomas Penton, Renaissance & Space amongst others. Together with an immense list of massive events, dance music shows, themed parties and club nights such as the legendary Sunset Sundays at Numero Uno and "Ruby & Friends" bi-monthly nights which are the big cherry on top of a very luscious cake that defines eleven years of influential yet unforgettable clubbing given by the man himself.

The Present

The present sees Ruby streaming his schedule to guest appearances both in Malta and worldwide as a solo artist and as part of the National League duo DJ/VJ show together with DJ San. Throughout the summer months he is resident at the spectacular open air club Numero Uno in Ta Qali for his very own 'Sunset Sundays' weekly club night. His much-followed award winning "Ruby's Vital Grooves" radio show on 89.7 Bay Radio Malta is also a weekly must listen for any dance fan out there.

Also of note is the cutting edge technology that Ruby has recently been applying to his performances – besides being the first Maltese DJ to fully embrace Ableton Live, Ruby has also pioneered the use of DVJ decks and VJ software to astounding visual effect throughout his events.

Production

Apart from being on top of the league in the DJ world and with two albums already under his belt, Ruby is now also a recording artist with a vast list of regular underground releases and Maltese chart topping hits / award winning tracks such as 'Living In The Dark', '2am', 'Accident Prone 09' and 'What's The Matter With Your Cabrio'; both under his own name and the National League imprint (together with Holland's DJ San).

Other production work from DJ Ruby, to name a few; 'Pure Stimulation', 'Modulation Error', 'Somebody's Clockin Me' and 'Off The Hook' were supported by some of the worlds major DJ's. Remixing work is also a main studio venture for Ruby, he has remixed progressive giants Squash 84 and delivered top end remixes for the island's most renowned singer - Ira Losco.

The Future

How the rest of his career follows from here on is anybody's positive guess, but rest assured that his army of admirers and followers can really tell you where Ruby will reach next, not in words and seductive hyperbole like this biography you're reading, but in a globally recognised body language that hypnotically heaves in time to the beat of the drum – dancing. In every event where Ruby is seen behind the decks, the dancing doesn't stop...

www.pureruby.com

www.facebook.com/djruby

www.myspace.com/pureruby

Discography

- National League - What Goes Around Comes Around
- DJ Ruby – Off The Hook
- Ira Losco – Driving One Of Your Cars (dj ruby remix)
- DJ Ruby - Living In The Dark : The Album
- DJ Ruby – Somebody’s Clockin Me
- DJ Ruby & Ira Losco – What's The Matter With Your Cabrio
- DJ Ruby & Glenn Frantz pres. Ira Losco – Accident Prone 2009
- DJ Ruby – Cabrio
- National League – 2am
- National League – Don’t Touch That Dial
- National League – Night Moves
- DJ Ruby – Living In The Dark
- Squash 84 – Ski Or Die (dj ruby remix)
- DJ Ruby & Glenn Frantz – Keychain
- DJ Ruby & Glenn Frantz – Keyring
- DJ Ruby – Modulation Error
- DJ Ruby – Pure Malta
- DJ Ruby & Sebastian Moore – Laguna
- Ira Losco – Love Me Or Hate Me (dj ruby & ubahn remix)
- DJ Ruby – Pure Stimulation
- DJ Ruby – Pure Emotions

Awards

- **Sixteenthirty Awards 1996 - Best Club/Party DJ - Winner**
- **Club DJ Awards 2000 - Best Personality DJ - Winner**
- **Club DJ Awards 2002 - Best Overall DJ - Winner**
- **Malta Music Awards 2003 - Best Artist Website - Nominee**
- **Malta Music Awards 2003 - Best Club DJ - Winner**
- **Malta DJ Awards 2003 - Best House DJ - Winner**
- **MTV DJ Awards 2004 - Best DJ Set - Nominee**
- **MTV DJ Awards 2004 - Most popular DJ - Winner**
- **Bay Music Awards 2005 - Best Remix - Winner**
- **Sole Gozo Music Awards 2006 - Best Overall Club/DJ - Winner**
- **Malta Music Awards 2006 - Best Artist Website - Nominee**
- **Malta Music Awards 2006 - Best Dance Production - Nominee**
- **Bay Music Awards 2006 - Best Dance Tune - Nominated**
- **Malta Music Awards 2007 - Best Artist Website - Nominee**
- **Malta Music Awards 2007 - Best Dance Production - Nominee**
- **Bay Music Awards 2007 - Best Dance Tune - Nominee**
- **Malta Music Awards 2008 - Best Artist Website - Winner**
- **Malta Music Awards 2008 - Best Dance Production - Nominee**
- **Bay Music Awards 2008 - Best Dance Tune - Winner**
- **Malta Music Awards 2009 - Best Artist Website - Nominee**
- **Malta Music Awards 2009 - Best Dance Production - Nominee**
- **Bay Music Awards 2009 - Best Dance Tune/Remix - Winner**
- **ETAR Sound Eng. Awards - Best Radio Show Jingles - Winner**

Quotes....

"I've played alongside Ruby a couple of times and each time he was burning up the floor! The crowd loves him... he always plays quality and groovy dance music... no wonder he's considered Malta's no1 DJ"

Dr Kucho (disc doctor records)

"I've played with Ruby for the first time back in 1995, I could already tell that he had a great talent when it comes to pleasing the crowd whilst keeping his own style. Now that he is also producing i'm sure that it won't be long till he's recognized all over the globe!"

John 00 Fleming (joof recordings)

"DJ Ruby kicked off his career back in the days when the Rhythm Masters were formed in Malta. We left the island for a better future in the UK, but Ruby stayed there working his ass off to make Malta what it is now - a true heaven for clubbers!"

Rob Tuesday Child (rhythm masters)

"3000 people dancing under the stars at a club night called Sunset Sundays in Malta. It's the way Space terrace in Ibiza should be! One man is responsible for this – DJ Ruby a major player on the Maltese scene"

Tom Kihl (DJ magazine Aug 2004)

"...whilst in the other arena, packed with the thousands present, Malta's no. 1 DJ Ruby (who has already a lot of experience in the international scene), has the crowd in the palm of his hand!"

Thomas H. Green (DJ Magazine March 1998)

"His performance was awesome! Terrific mixing and a unique sound! Ruby got on after my set at a Renaissance event in Malta.... It is not surprising that one of the world's most renowned dance music organizations like Renaissance have DJ Ruby as their resident and promoter in Malta."

Luke Chable