

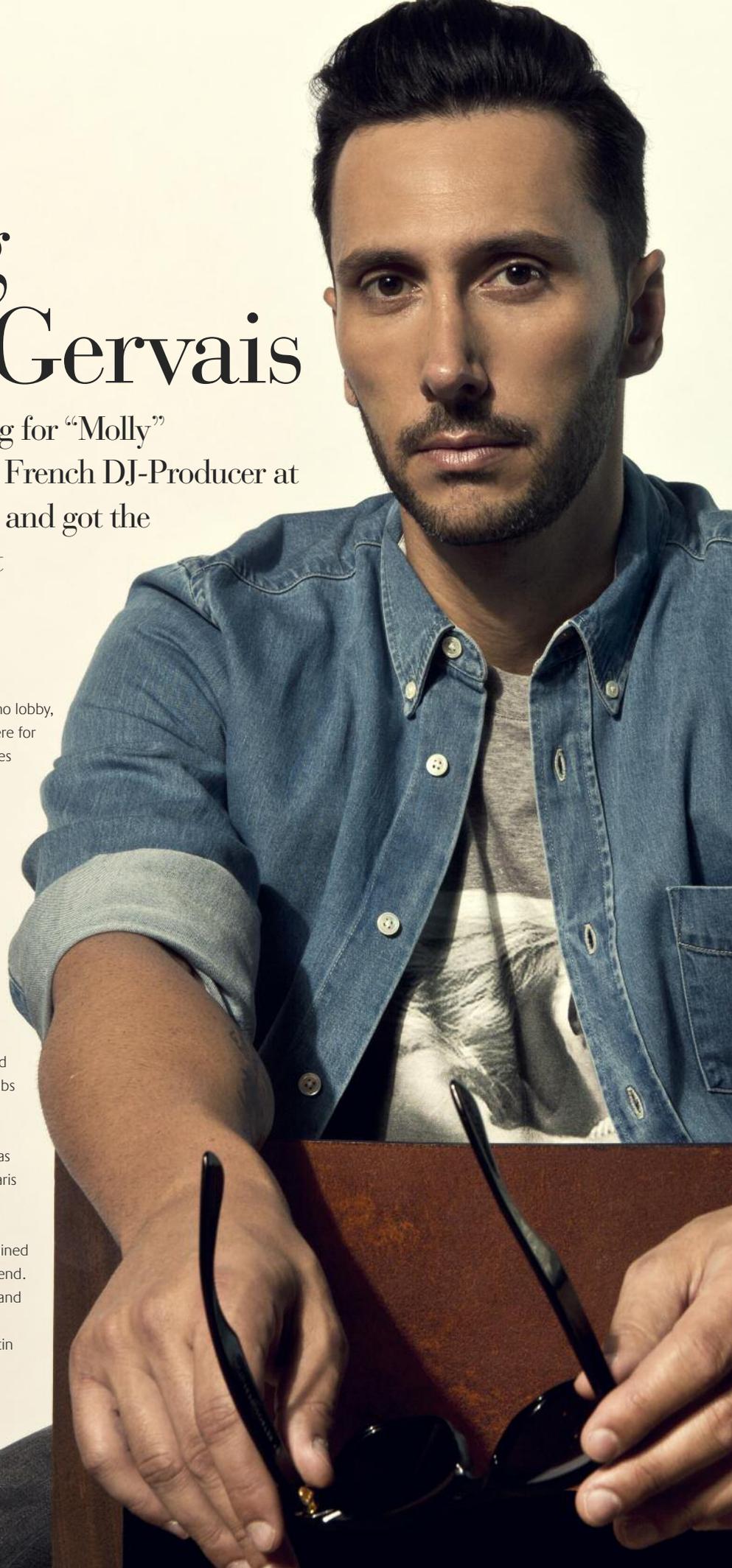
Finding Cedric Gervais

While most were looking for “Molly”—we found the sizzling French DJ-Producer at the helm of the hit song and got the 411 on the 305 resident

Words by Vanessa Pascale

As soon as my stilettos touch the Mondrian Soho lobby, I dial up Cedric Gervais to let him know I am here for our interview. Close to show time—Cedric invites me up to his room. The door opens, et voilà, before me stands one tall, dark, and very handsome man, sporting a ruggedly sexy unshaven look, dressed in a black fitted tee and jeans. The 34-year-old French DJ-producer is in New York City for back-to-back New Year’s Eve performances at Pier 36 and Marquee. Ambitious? You can bet your bottom dollar he is.

From Marseille, France, Cedric has been deejaying in clubs before he reached the legal age to actually set foot in one. He was recruited [scouted while playing at one of his father’s clubs in Saint Tropez] to be the resident DJ at the renowned Paris nightclub, Le Queen. In his first week at Le Queen, the entire nightlife scene was shut down because of drugs. “I was living in Paris at the time... Every bar and club needed to be shut down. It had never happened in France. Ever.” Distraught over the setback, the determined 15-year-old took a respite to Miami to visit a friend. The Magic City’s diverse culture reeled him in, and he has resided here since. “It’s nothing like America; it’s like a different country—all the Latin



flavor, the European... Everybody lives there. When I got there, I felt very comfortable, even though I didn't speak a word of English back then. I thought that was the city for me to stay," says the Biscayne Point resident.

Cedric has experienced much success in his music career, sold out shows worldwide, the sale of over 5 million records... But the high point, so far, is his recent Grammy nomination, "Best Remixed Recording (Non-Classical)," for his popular remix of Lana Del Rey's "Summertime Sadness" –which reached #5 on the Billboard Hot 100. "It's like the Oscars of music. There's so much music out there. They pick five people in my category to be nominated," he says in awe. "I think it's the biggest thing to happen to me."

Fans have come to expect a sensory explosion when attending Cedric's shows. Not just an "intense DJ set;" it's a very visual experience. "When I play Lana Del Rey, she comes on the screen and sings to the crowd... Same when I play my track "Molly." If you haven't attended a performance yet, the odds that he will be in a major city near you soon are in your favor. He maintains DJ residencies worldwide, including in New York, Las Vegas and, of course, in Miami (LIV and Story). "That's my hometown, so it's very fun for me, because I have no stress. I play whatever

I want and it's always a party. And I bring a lot of locals." Cedric keeps a home in Marseille that he returns to every summer, and uses as his home base while on tour in Europe.

2014 brings with it a list of new endeavors. He is presently working on a new album, talking with a major label (which is all that he would say about that), and is working with headline-grabbing Miley Cyrus on a record. Fans can also tune into his weekly global radio show on SiriusXM, Electric Area, every Saturday night, which features guest interviews and guest mixes. "I talk about every track that I play, about the history. I try to school people," he explains, "I come from the background of being a real DJ and playing music for over 15 years now, so I play some classics, the back-in-the-days, house music, because these days, these kids only know EDM music." Cedric puts the show on Youtube too, which replays every Monday.

When I mention his acting debut in the film, *Pain & Gain*, starring Mark Wahlberg and Dwayne "The Rock" Johnson, Cedric laughs. "Acting debut," he repeats the words, finding it comical as he is not trying to break into acting. Good friends with the film's director, Michael Bay, "every time he does something, he wants to put me in it. I have two songs in the movie too... I'm not an actor," he modestly confesses, "I'm not good at it." In *Pain & Gain*, Cedric plays the Solid Gold DJ (who introduces the strippers). "It took an hour to do that scene, because they wanted to do it over and over again. It's very intense because you have Michael Bay with the camera in front of you, fifty people looking at you, Mark Wahlberg on one side, The Rock on the other side. They go, 'Action!' and you have to act like it's a nightclub with music. With no music..." He's also working on

What artists are you listening to?

I listen to a lot of different stuff. I listen to rock 'n' roll, hip hop. In my world, I don't listen to anybody, because I want to do my own thing and don't want to be influenced by anybody. Obviously I know the records coming out, though there is not a particular artist. I listen to old things, like Jimi Hendrix, Nirvana, The Doors...

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music for Michael's *Transformers 4*.

Cedric would rather stick to what he knows: producing and deejaying. If he hadn't become a DJ, the plan was for him to be a soccer player. "My father went crazy when I told him I wanted to be a DJ," he laughs. For awhile, he was playing indoor soccer here in Miami, but was turned off from the "intense" sport after twisting his ankle several times and being deliberately injured by inexperienced players trying to gain an advantage. However, the physically fit Frenchman does box everyday.

Our interview is briefly interrupted when there is a knock at the door. It's his dinner, an arugula salad and whole fish. I ask what he thinks fans would be surprised to find out about him. "Wow." He pauses. "I dunno," he laughs, "that French people can be nice. People think that French people are cocky. I agree with them. They're very cocky, but I'm not. I'm very

reserved, so sometimes they say, 'He's cocky. He's this. He's that.' But they just don't know me. I'm very nice. So maybe they'll be surprised. Oh, he's a nice guy."

I must admit that I had mistaken his laconic answers and reserved disposition as such. But I can attest that Cedric demonstrated that he really is a nice guy. Before I left, he asked if I was all taken care of for his shows (which I was), and graciously snapped a few selfies with me while his fish went untouched. And during his set at Marquee (both NYE shows were great); he posed for a photo with me and a friend.

Check out his latest hot single, "The Look" on iTunes. For more on Cedric, tour dates, new releases and more, visit: <http://cedricgervais.com>. ML

Favorite Television Show?

Right now, I watch *Sons of Anarchy*. Amazing show.