

# PROMOTING A LIFESTYLE



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As I sat at Allen's Pharmacy Diner and enjoyed a thick, brain-freezing, vanilla milk shake, I interrogated one of South Florida's most interesting promoters.

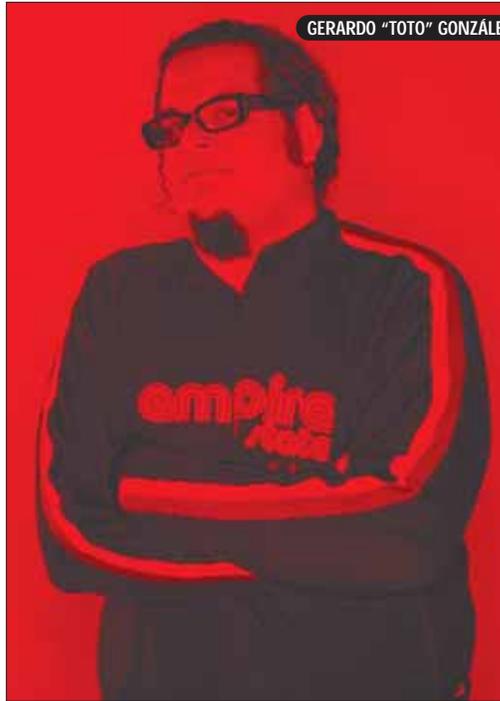
"I'm not an ordinary promoter. I promote a lifestyle."

Meet Gerardo "Toto" González and the world of FÁBRIKA.

From an early age, native Venezuelan Toto has been considered a rebellious "rotero." With ripped jeans, listening to The Cure and Sentimiento Muerto, this drummer was forced by his family of professionals to come to Miami to get his act together. All of which simply gave him the strength to step to Daddy and say, "I'm an artist, accept me as I am, or I'll happily go on my own." With hesitation, but lovingly, his family supported his graphic design studies in Miami, while he played the drums in local alternative rock bands.

During an internship with alternative rock magazine *Estatica* he discovered that his favorite worlds of design and music can actually coexist. He expanded his creative wings with other gigs like art director for music magazine *BOOM!* and Televisa's *ERES*. His stint with SBS Broadcasting System forced him to master the Internet since he created and managed 18 of their websites.

Regardless of his day jobs, he kept drumming at night and met another great artist, Claudia Calle. She not only became a well-known photographer in the Latin music industry who's worked with stars such as Ricky Martin, but became Fábrika's co-founder, and Toto's wife. Together and in many ways accidentally, through word of mouth, via parties, their website, labels and artists alike, they've become a strong force, not only in South Florida's alternative scene, but nationally. They've created a mama company of ventures that fulfill



GERARDO "TOTO" GONZÁLEZ

**FÁBRIKA'S MOTTO**  
"Whether it's in Spanish or English,  
what matters is communication."

the demand that Hispanic Americans have where they can identify themselves as Americans living in the U.S., without losing their heritage. Today, Fábrika Group is a lifestyle that creates and promotes all and anything that is of quality and considered alternative.

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**NOCHES DE FÁBRIKA** produces weekly parties, art exhibitions, listening parties, and movie pre-launch parties that have become a new social trend in the "Spanglish" market from ages 21-35 by continually exposing them to new products and musical styles.

**FÁBRIKA MUSIC**, is an e-label whose vision is to promote

Latin alternative and eclectic sounds in the U.S. (iTunes, eMusic).

**FÁBRIKA MEDIA** uses customized tools such as ad campaigns, multimedia productions and marketing strategies bridging American culture with Hispanic flavor.

**FÁBRIKA RADIO** is a 24/7 Internet station showcasing a wide variety of genres, including reggae, ska, Latin rock, alternative, lounge, and others.

**FABRIKARTE** are events targeted to a more open-minded, brand-conscious market group, by merging the music and arts scene.

**DM: Which one came first?**

**Toto González:** Noches de Fábrika. All of our companies were born from necessity. I hosted a party in exchange for free rehearsal space for my band Soniko. For that party I couldn't afford a DJ, making me a DJ by default, hence the birth of DJ Pauer. We needed to promote our parties, so we launched our website. No label was paying attention to our band, so we self-released and self-marketed our CD. We needed a station to play our music and music of many good bands that deserved the expo, so we launched one. We always met great painters and graphic designers; it was only natural to merge music with art.

**DM: When were you able to give up your day gig?**

**TG:** (with a grin) It was a great day! Three years ago.

**DM: Is your dad proud of you now?**

**TG:** Big time. Especially because he sees that I love what I do and I'm living pretty well doing it.

**DM: The alternative "underground" scene in many ways is becoming the commercial scene today. How do you stay fresh?**

**TG:** Growing with the times and staying close to the new voices. High school kids and college kids are the best contributors to Fábrika. They are the pulse.

Fabrikalink.com welcomes and serves all music and cultural lovers. You can find info on events, new artists, promote events, submit your demo or CD for a review. It's all about good quality.

FÁBRIKA isn't just a scene, it's a movement!



## FÁBRIKA'S TOP FIVE PROMOTING TIPS

1. Know your niche, love it, live it.
2. Be organized.
3. Be graphically attractive with your location, fliers, etc ...
4. Research other successful promoters and events.
5. Be patient, it may be months before it takes off.