Mr. Mallum

By Martin Myers

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Mr. Mallum is one of the freshest producers to come out of SA, having started his musical career in 1995.

Far from a newcomer to the music scene, he has produced for many of South Africa's most recognised artists, including Loyiso (theme song to the movie, *Khumba*), Danny K, Gang of Instrumentals, Auriol Hays, Chad Saaiman, and Black Noise, to name a few.

A number of these productions have won and been nominated for Metro FM and SAMA awards and have topped radio charts.

Mr. Mallum has produced music for advertisements (local and international), TV show events (including the Channel O Awards), as well as scoring for movies and documentaries.

I caught up with Mr.Mallum to find out what music means to him and more…

When are you happiest?

When I'm alone in my own headspace, creating. That, and spending time with my wife and son.

What does music mean to you?
Music is emotion. It could make you feel happy, sad, indestructible, angry, etc. To me, creating music has always been that, an extension of the emotion I'm feeling at the time.

Have you had any funny moments on stage?
Being a producer, I am not on stage too often. That said, I did a show (looong ago) where I agreed to do the rap to a cover song that another artist was singing that night. The performance was going great until it came to my part, when I realised I didn't know ANY of the words. I just mumbled my way through the part, and vowed never to set foot on stage ever again.



Who are your heroes?
I'd have to say my dad, firstly. He introduced me to great music and music equipment (multitrack reel to reel tape machines, graphic equalizers, etc.).
Producers – Quincy Jones, Dr Dre, Pharrel.
Songwriters/Artists – Bee Gees, ABBA, Carpenters, Elton John, Stevie Wonder, Britney Spears…(kidding). There are lots more.

What is your most treasured possession?
This is a difficult one. I'd have to say my Marvel "Vault" File. It contains the whole history of comic books since it's inception, and has some really great copies of the original concept drawings of some characters, etc.

It's your round, what are you drinking?
Probably Coke. If I'm really in the mood for something a lot stronger, I'd go with Ginger Beer. Ha-ha. I don't drink

What is the song you wished you had written?
There are quite a few, but if I had to select one randomly it would be *Baby One More Time* – Britney Spears…(kidding). I'd go with *Overjoyed* – Stevie Wonder.

Pick five words to describe yourself?
Patient
Dedicated
Crazy (most times)
Kid-at-heart (made that into one word)
Creative



What makes you stand out?
I can't say for sure, because I just do me. Based on client feedback its: production/sound quality, my philosophy on what sounds good, and my good nature. I've also been told I have a trusted ear.

If you were not a musician, what would you do?
I'd probably be doing something in design, graphics, or architecture. I'd definitely pursue animation and filmmaking.

What do you consider the greatest Movie Ever Made?
Back to the Future 1 and 2

What is at the top of your bucket list?
To record and work at Abbey Road Studios

What do you complain about most often?
The price of equipment and software.

What is your fear?
Being consumed by things I think is important now only to one-day realise I've missed out on what was really important in life.

Happiness is?
Getting enough sleep.

If you are walking on stage for a keynote speech alla Barak Obama what song would you use and why?
Eye of the Tiger. Why?…because…Eye of the Tiger.

Where would you like to be right now?
In studio, creating…which is what I am about to do right now.

Connect with Mr. Mallum on Facebook, Twittter, Instagram.

ABOUT MARTIN MYERS

Co-owner at Triple M Entertainment, founder Music Exchange, manager Sipho Hotstix Mabuse

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