

# ALWAYS CHECK THE LABEL FOOL'S GOLD

A-TRAK TALKS UP HIS NEW HIP HOP ELECTRO INDIE LABEL

Fool's Gold, the new label from DJs A-Trak, Nick Catchdubs and art director Dust La Rock, aims to refill the once dominant indie label void. "I've always been a fan of labels that you can trust wholeheartedly," says label head A-Trak, the Kanye-approved scratch protégé. "Like Mo Wax in the 90s. Labels who weren't scared of losing money on a record to get special packaging because they understood the attachment that the fans would develop to their releases."

Co-owned by the multi-talented Brooklynite Nick Catchdubs, Fool's Gold launched in May 2007 with the Kid Sister electro-rap banger "Control". "Our logo needed to be a real mark of quality and consistency," says Catchdubs. "We knew from the very beginning that we wanted everything to look official as fuck."

Besides the sassed-out rolling rhymes of Kid Sister (whose highly anticipated debut album *Dream Date* drops this year), Fool's Gold boasts the syrupy summer hip pop hit "Day 'N' Nite" by Kid Cudi, and a roster of creative electro-leaning producers including zombie Frenchman Kavinsky, and Toronto mash-up duo Jokers Of The Scene.

"There wasn't a label that really covered that spectrum of music, cutting-edge but maintains a classic sound," explains A-Trak. "The new-school European electro DJs were starting to congeal as a movement (like Ed Banger). Not only through their records, but their parties, videos, t-shirts, everything," picks up Catchdubs. "A-Trak and I wanted to do that for our scene in North America."

The Fool's Gold triumvirate is anchored by what A-Trak describes as "the illest artwork" courtesy of cult NYC designer Joshua Prince aka Dust La Rock. Inspired by "Peter Blake, Pop Will Eat Itself, Zulu Nation, Peter Saville's Factory, guns, drugs, fucking, ride or die..." Prince's powerful graphic identity is a slap in the face to anonymous and disposable MP3 culture. "And just for the record," laughs Catchdubs, "we're not named after the awesome Stone Roses song or the shirtless Matthew McConaghey romantic comedy." Rather the ethos "*Novus ordo seclorum*". Terence Teh

[foolsgoldrecs.com](http://foolsgoldrecs.com)



[rizla.co.uk](http://rizla.co.uk)



**RIZLA+** It's what you make of it.