



Block

DYSMD.eMAGAZINE: DYSMD.TV



SEARCH

Web Search [DYSMD.TV Articles & Features](#)

THE VIP CLUB: FEATURES

- Home
- Monthly Articles
- Featured Promotion
- Music/Reviews

SPOT LIGHT

- Guest Interviews
- Recent eZine Issues
- Editor Letter

X-TRA INFO

- Interview Application
- Promoter Application
- Journalist Application
- Shoot @ Your Place
- Advertising Info
- News & Updates
- What is [DYSMD?](#)
- Download Tool Bar

CONTACT

DYSMD.TV

Monthly Features and Articles



Sleeping Giant Music

Sleeping Giant Music is dedicated to providing positive forms of entertainment to diverse, international, consumer groups and committed to providing a platform to launch successful careers while cultivating the artists we represent, to maximize their potential and grow into independent, competitive, forces within their professions.

You are currently reading this article



DJ Kopcho
The Seattle native brings to San Diego a spinning success.
Writer: M. Salazar



DJ Fresh One
I can see why you'd think I'm mysterious, but really I'm just a normal dude.
Writer: J. Haitsuka



Belo Night Club and Dining
Read about an exclusive behind the scene article featuring one of San Diego's Finest.
Interviewer: J. Haitsuka



Myspace® Interview - Ashley Tenn
Look out for this soccer sweet. Play ball!
Interviewer: rob!

music & video player
launch video player
launch music player

Please Disable Pop-Up Blockers
MAC User download plugins

DYSMD eNewsletter

name:

email:

- subscribe
 unsubscribe

SUBMIT



Setting a Standard in San Diego

DJ Fresh One

Article Written by: J. Haitsuka
Director of Public Relations DYSMD.eMAGAZINE

Eyes shaded behind a pair of sunglasses and outfitted a fir from his friends at L-R-G Clothing, Fresh One, a.k.a Freddie Fresh, is easily one of the coolest, if not one of the most intimidating, men in the Downtown San Diego scene. Seemingly soft-spoken and a little bit mysterious, he has an air about him that subtly says, "I'm a nice guy, but don't waste my time."

"I'm pretty quiet," he explains. "And I tell myself not to be quick tempered. A lot of people know who I am, so I don't want to come off the wrong way. I can see why you'd think I'm mysterious, but really I'm just a normal dude."

Normal, however, is a relative term.

A native San Diegan, Fresh One started DJ'ng professionally straight out of high school. Things were simpler then: getting their start at Thrusters in Pacific Beach, who gave him a chance even though he was only 18, he was able to create a buzz and a reputation for himself. All that buzz lead to an introduction with DJHere's Matt Spencer and the rest, as they say, is history.

Seven years later, a young but experienced 25-year old, Fresh One now regularly headlines at Gas Lamp hotspots like Stingaree, Confidential, Aubergine and Envy. He is also co-founder of Sleeping Giant, a collaboration of musicians, MC's and DJ's. Sometimes mistaken as a recording label, Sleeping Giant is more of a promotional entity for motivated artists who want to make it in the entertainment industry.

During his tenure as a DJ, Freddie Fresh has experienced everything from fanatic girls lifting up their tops to show him the goods, to having people in the crowd throw money on the decks. And although he's always

DYSMD.eMAGAZINE ADVERTISEMENT

appreciative when fans are feeling his music, once in a while people just take it too far.

"When they throw \$100 at me, it's cool," Fresh One explains. "But most of the time people don't realize that the DJ is actually doing something. Sometimes people will try to talk to you like your standing at a help desk, and I could be in the middle of mixing a song."

However, with his DJ career on the upswing, Fresh One still has to think ahead.

"You can't DJ forever, you'd go deaf," he jokes. "Once you hit a certain threshold, when you're 35-40 years old, you just gotta stop. Sleeping Giant is one of my biggest projects, and I want to see it grow and grow with it."

All joking aside, Fresh One and his crew from Sleeping Giant are without a doubt a creative and professional force in the Downtown San Diego scene. Often partnering with DJHere to throw events, and always oozing a cool and hip attitude, locals know that if Fresh One is playing they're sure to have a good time.

At bigger venues, he'll usually be spinning music he likes to classify as "party rockin'" which is a mix of hip hop, 80's, rock and soul. However, as a diverse DJ, Fresh One is also well versed in lounge, acid jazz and trip hop.

To find out more, or listen to samples of his music or to keep up with him and his travels, check out www.giantsarise.com.

DYSMD.eMAGAZINE: DYSMD.TV



DJ Chris Cutz Interview



Miki Vale Interview & Music Video



Mikey Beats Interview



Sleeping Giant Music is dedicated to providing positive forms of entertainment to diverse, international, consumer groups and committed to providing a platform to launch successful careers while cultivating the artists we represent, to maximize their potential and grow into independent, competitive, forces within their professions.

- ▶ Myspace: <http://www.myspace.com/freshone>
- ▶ Website: <http://www.giantsarise.com/>
- ▶ Sleeping Giant Myspace: <http://www.myspace.com/sleepinggiantmusic>

For booking info contact: bookings@giantsarise.com

↑ RETURN TO TOP

FEATURES: [Home](#) | [Monthly Articles](#) | [Featured Promotion](#) | [Music/Reviews](#)

SPOT LIGHT: [Guest Interviews](#) | [Recent eZine Issues](#) | [Editor Letter](#)

X-TRA INFO: [Interview Application](#) | [Promoter Application](#) | [Journalist Application](#) | [Shoot @ Your Place](#)



© DYSMD.eMAGAZINE - ALL RIGHTS RESERVED