



AFTER Las Vegas Continues Afterhours Legacy

A legacy of afterhours may be continued/reinstated with club AFTER Las Vegas by Thom Svast and team. How?

Before I jump into the topic of AFTER, let me personally reminisce about what used to be “Before”:



The 3765 Las Vegas Blvd S, Las Vegas, Nevada 89109 location is most widely known as Shamballah Lounge (Empire Ballroom) and even before this: Utopia. When I first visited Las Vegas before moving here, the EDM scene was nowhere compared to now. I’ve always been an avid house music fan, DJ Dan made me fall in love with the funky house sound and I always searched for venues and events that cater to this – at the time – not so popular genre. In California (where I resided then) my best options to hear top quality EDM with the proper sound system and space were at raves, mostly in San Bernardino county (still great parties there). The experience I had at Utopia and Empire Ballroom rank at the top of my all-time-favorites. The vibe, music and people in attendance created an unforgettable feeling, in fact I even met a great girl who I eventually dated for years at Empire Ballroom. When the doors closed for the last time, I started searching for another place but nothing was quite like it.

As EDM moved into forefront and became Pop music (for now at least), clubs bought in and eventually, I actually started having more fun at big venues. There was a short period of time when EDM was all-of-a-sudden everywhere, I was stoked to hear four-on-the-floor at clubs but of course this didn’t last, as the club empire slowly got a grip on the money machine that the Vegas tourists are paying for today. At the current state of manufactured big room parties, clubs found a way to bring masses to (nearly) the same experience everywhere, they will make you feel special, for a price. A-list DJs getting lazy and playing pre-mixed sets, getting paid six digits in some cases is a side-effect of no true soul or purism, or even understanding the EDM scene (not the pop scene). This can only last so long, fads will fade and clubs will have what they want: money. People flock to these parties, yeah, these guys are pop stars now. I am a purist and I believe there is more to the electronic music experience than mega-clubs may portray. Of course there are exceptions. This is why I always liked smaller events with local crews full of heart, I would always hear songs I never heard before, not even mentioning the significant ease on my wallet and the time I had freed up by not waiting for a drink at a bar for 20 minutes. Bragging about VIP and table at a huge club is an ego thing, I haven’t had to pay for a table in Vegas yet, but I don’t go to the club to sit, I go to enjoy the music actively: on the dance floor!



With AFTER Las Vegas, I actually feel like electronic music purists have a new chance to enjoy themselves, each other and what it’s all about: The Music! In my view, however, there are other great local spots that offer the same quality when it comes to tunes, one thing that sets AFTER apart from the rest: It is on the Las Vegas strip! I used to walk to this location or take a short cab ride for my afterhours needs, now I can do this again! Social media arguments about being on the strip is actually beneficial or not: I think for AFTER, it is. The strip location allows for easy access for anyone, period.

Everyone seems to focus on the viral image going around the internet (the posted DJ rules), but I think it’s a catalyst and a good advertising tool. Whether it was intended or accidentally got viral, doesn’t even matter, the word is getting out there! In my opinion, managing partner Thom Svast has taken things towards a good direction and I would really like to see this weekly Saturday night (Sunday 3am and later) keep going for a long time. Eventually if this makes a big enough buzz, other strip-side clubs may actually improve their acts and start looking into the



culture behind the scene, not just the dollars. AFTER Las Vegas opened on February 1st 2014 and will host events with DJs and producers with deep roots in the electronic music scene. The opening night was filled with quality music by Spacebyrdz, Steve Prior and Black Boots to name a few, there is a great gallery on DJJOYbeat site [here](#).

Avid fans and supporters of electronic dance music (not pop) need recognition and support, since we’re lower in numbers, and this statement falls in line with why EDM Nightlife was born to begin with. Overall, I am eager to see where AFTER is headed and if the cards are played right, it can be a lasting gem in Las Vegas for years to come.

-By Victor Savelle of EDM Nightlife

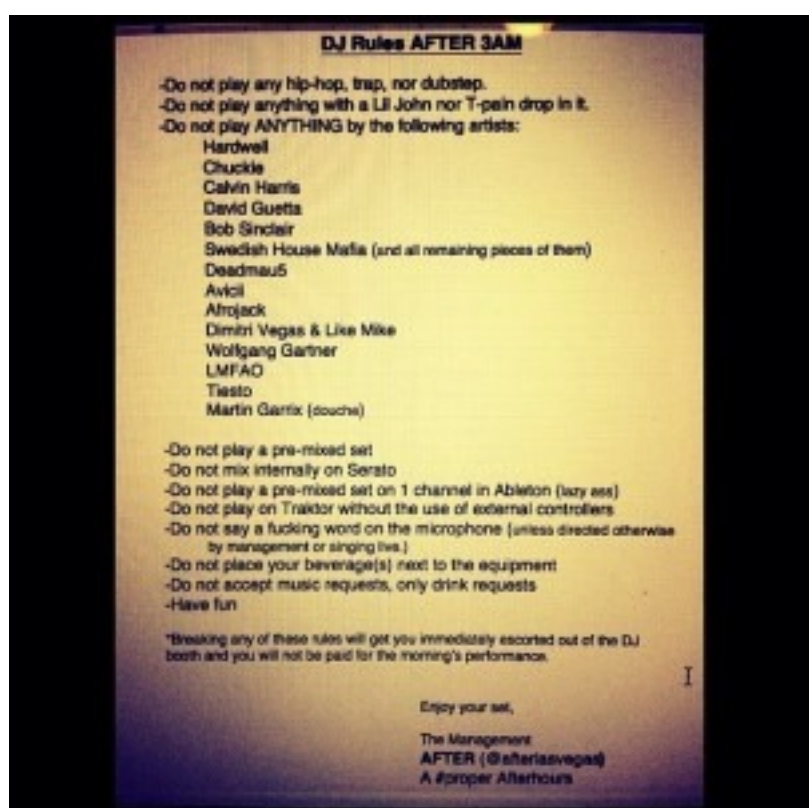
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And of course, the infamous DJ Rules AFTER 3pm, created by Thom Svast:



<http://www.edmnightlife.com/after-las-vegas-continues-afterhours-legacy/>