

## Local Thom Svast’s rules for DJs at After go viral



Mike Prevatt

Mon, Feb 3, 2014 (3:32 p.m.)

A genuine but intentionally glib set of rules for a new local afterhours event is being bounced around by Internet users all over the world—especially by the type of DJs who would most appreciate it.

Longtime afterhours promoter and producer/DJ Thom Svast kickstarted his weekly early morning After promotion late Saturday night—one with aims to bring legit house and techno to the Strip, a nightlife market enraptured with trend-based "EDM" (see: Calvin Harris, Martin Garrix, David Guetta, Diplo) and typically reluctant to feature underground music. To make things clear for his hired talent—and, of course, to generate more social media awareness of his new baby—he posted a list of rules (see below) just two days before the party launch in two key places: After's DJ booth, and its various online social networks (and Svast's as well).

The regulations—clearly bait to both those enamored and fatigued with commercial EDM—are Svast's way of serving those seeking to experience traditional, gimmick-free dance music in a Vegas nightclub while also making a statement: We won't offer the same commercial house as the nearby megaclubs, we won't pander for mainstream dollars, and we won't feature DJs who manipulate technology to mask their professional shortcomings.

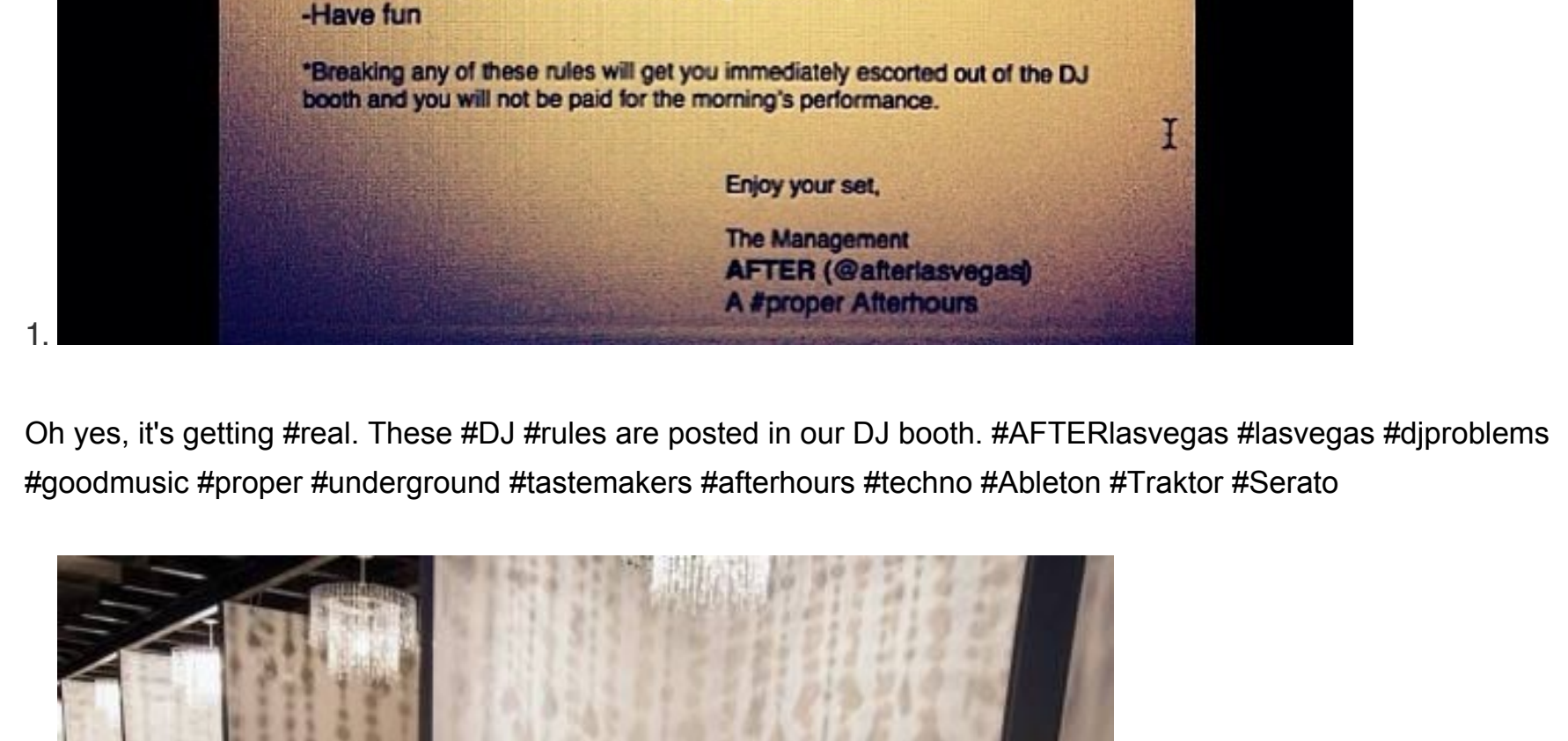
Once Svast took the requirements to Facebook, Instagram, Twitter, etc., the comments and shares by followers began to fly. Then, dance culture blogs like [White Raver Rafting](#), [Exclusiv Amsterdam](#), [In the Mix](#) and [EDM Tunes](#) reported on them. The reports were followed by a [Reddit page](#) devoted to the topic and shared posts by revered house-leaning DJs such as Max Graham, Sebastien Leger, Nick Warren, Sasha and Riva Starr (whose own "Hand in Hand" was played by headliner Steve Prior).

Svast admits the rules were "viral by design," as booked After DJs (which include local residents Black Boots and Spacebyrdz) wouldn't need those guidelines to begin with. Still, he never expected they would elicit such a huge response. "It's absolutely gone insane," he says. "I've seen posts from no less than 20 of the world's top DJs reposting, and huge blogs supporting. [It's] very humbling."

*After Late Saturday night, 3:30 am., TW Theater, 3765 Las Vegas Blvd. South, \$20 men, women and Nevada residents with I.D. free, [afterlasvegas.com](#).*

### Local Thom Svast's rules for After DJs go viral

*Dance music icons and bloggers react to longtime afterhours promoter's requirements for playing his new early morning event*



Oh yes, it's getting #real. These #DJ #rules are posted in our DJ booth. #AFTERLasVegas #lasvegas #djproblems #goodmusic #proper #underground #tastemakers #afterhours #techno #Ableton #Traktor #Serato



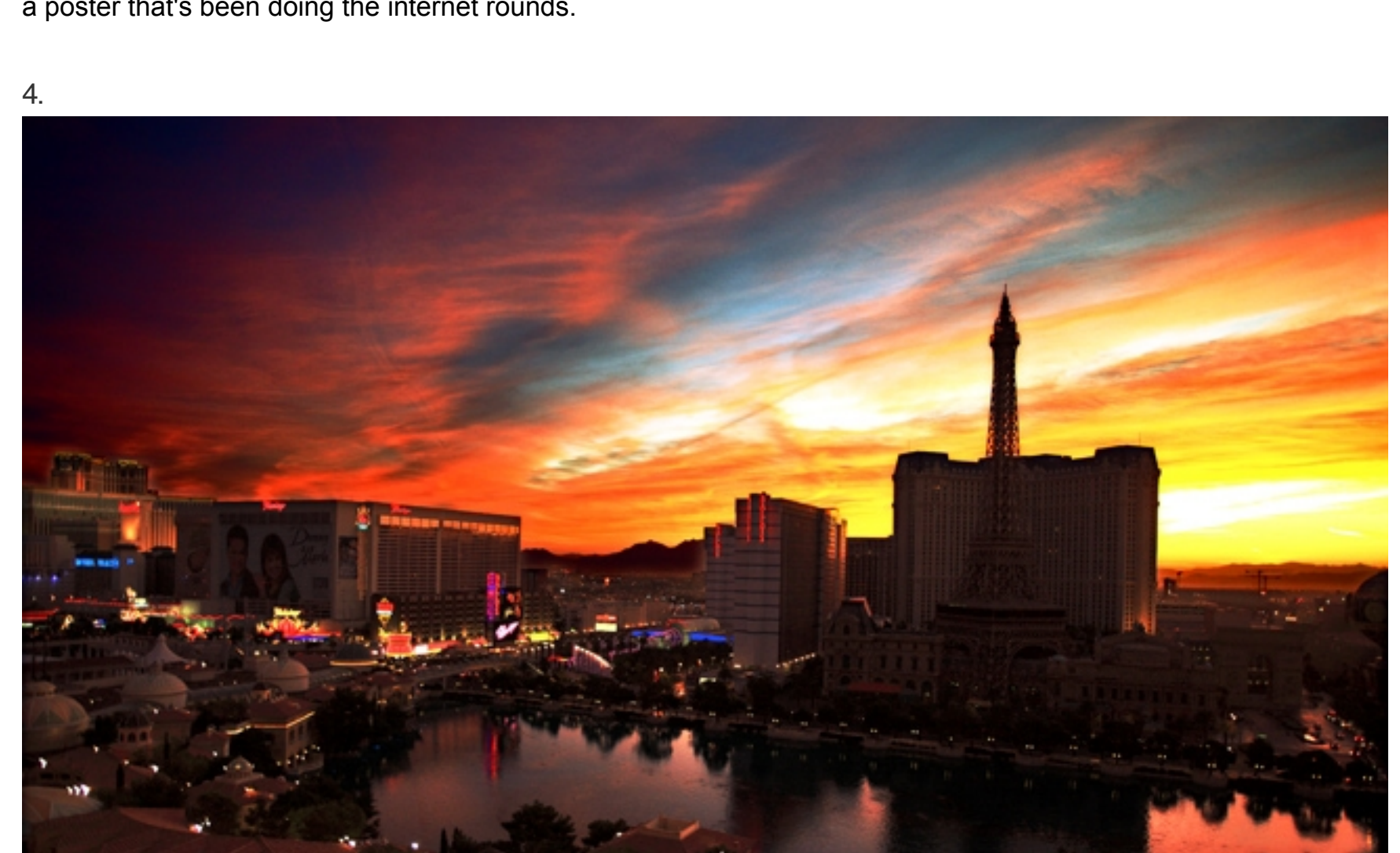
[New Las Vegas Club Will Ban "Mainstream Records" And "Lazy Artists"](#)

A new after hours club will be opening February 1st on the infamous Las Vegas strip and they plan to put an end to all of the generic sounds in Sin City. AFTER, the club, will be holding it down for the underground by enforcing some strict rules on the kind of sound they want their [...]



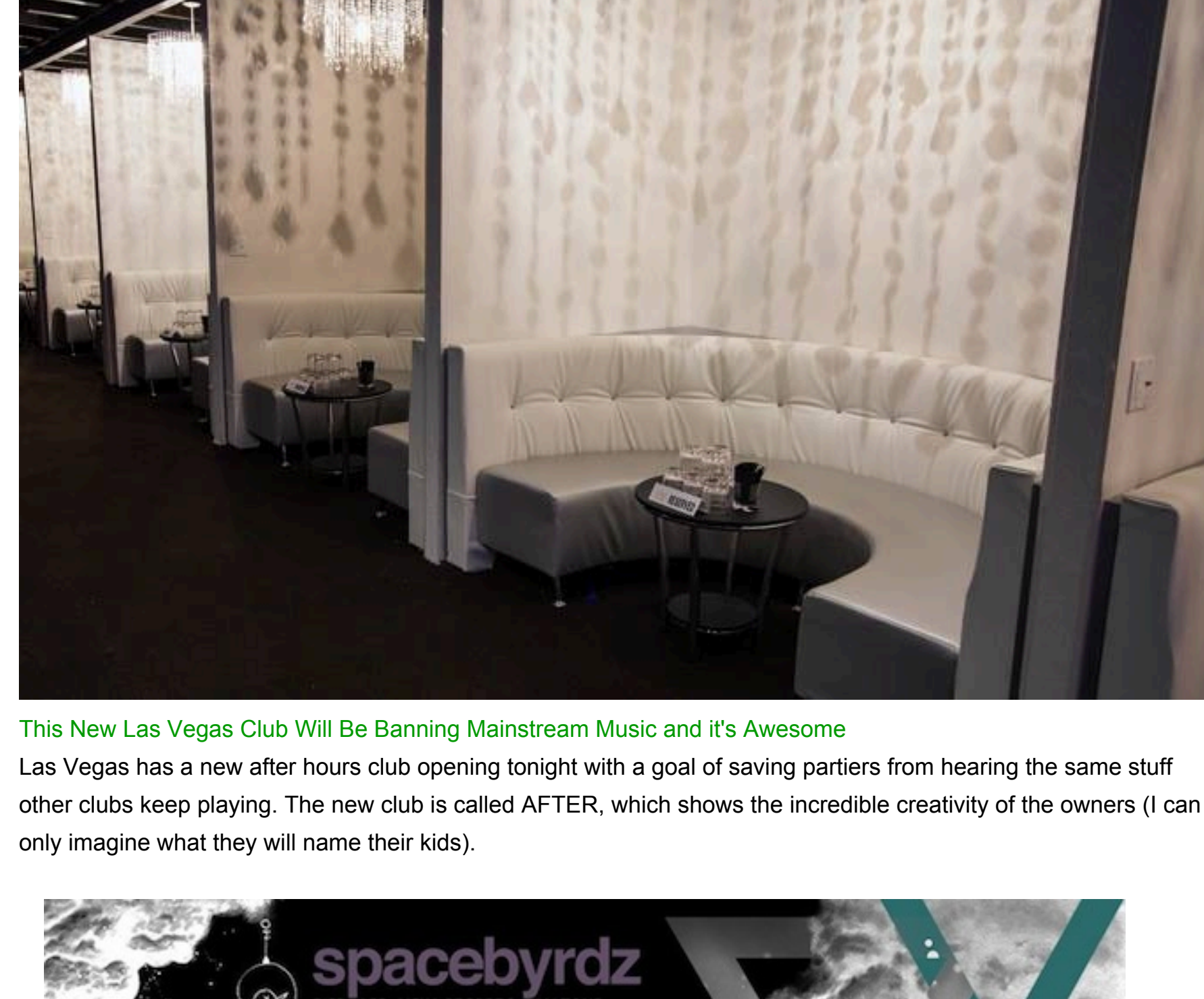
[New Vegas club sets strict 'DJ Rules' you don't want to mess with](#)

For a club that's only one-weekend old, intimate Las Vegas after-hours spot AFTER has already nailed its PR game. While AFTER's a new arrival in Sin City's crowded market, it's quickly become the talk of the town, thanks to a poster that's been doing the internet rounds.



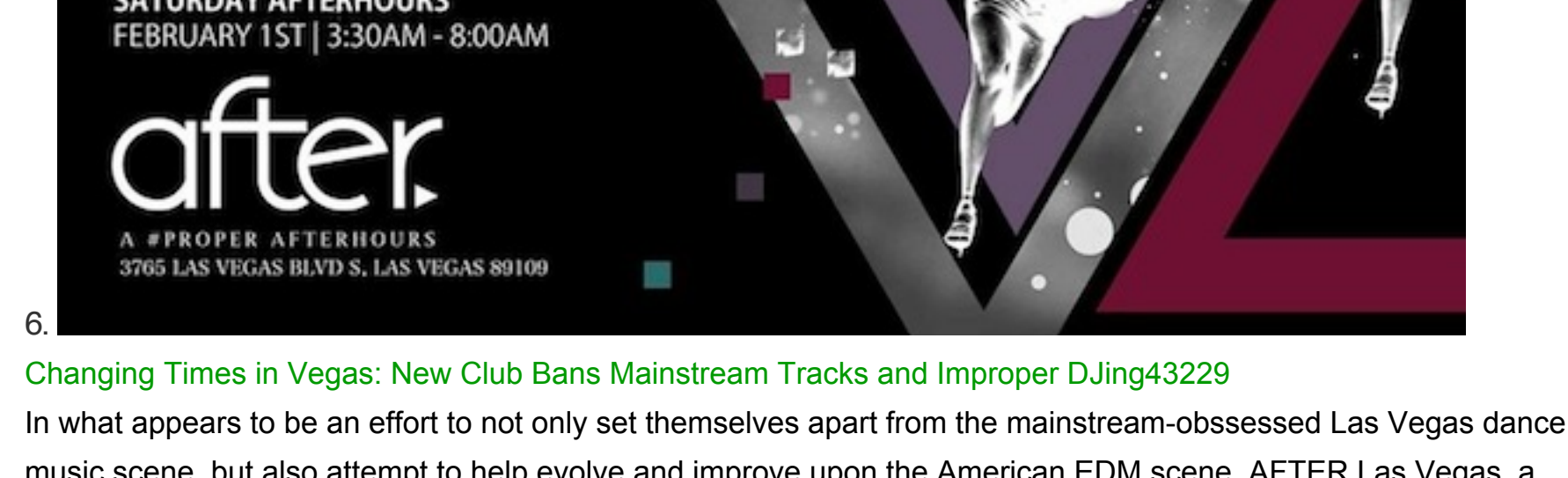
[New Las Vegas Club Ditches Mainstream Music - exQlusiv.com](#)

We love to share the newest dance music, news, videos and lifestyle combined with beautiful images.



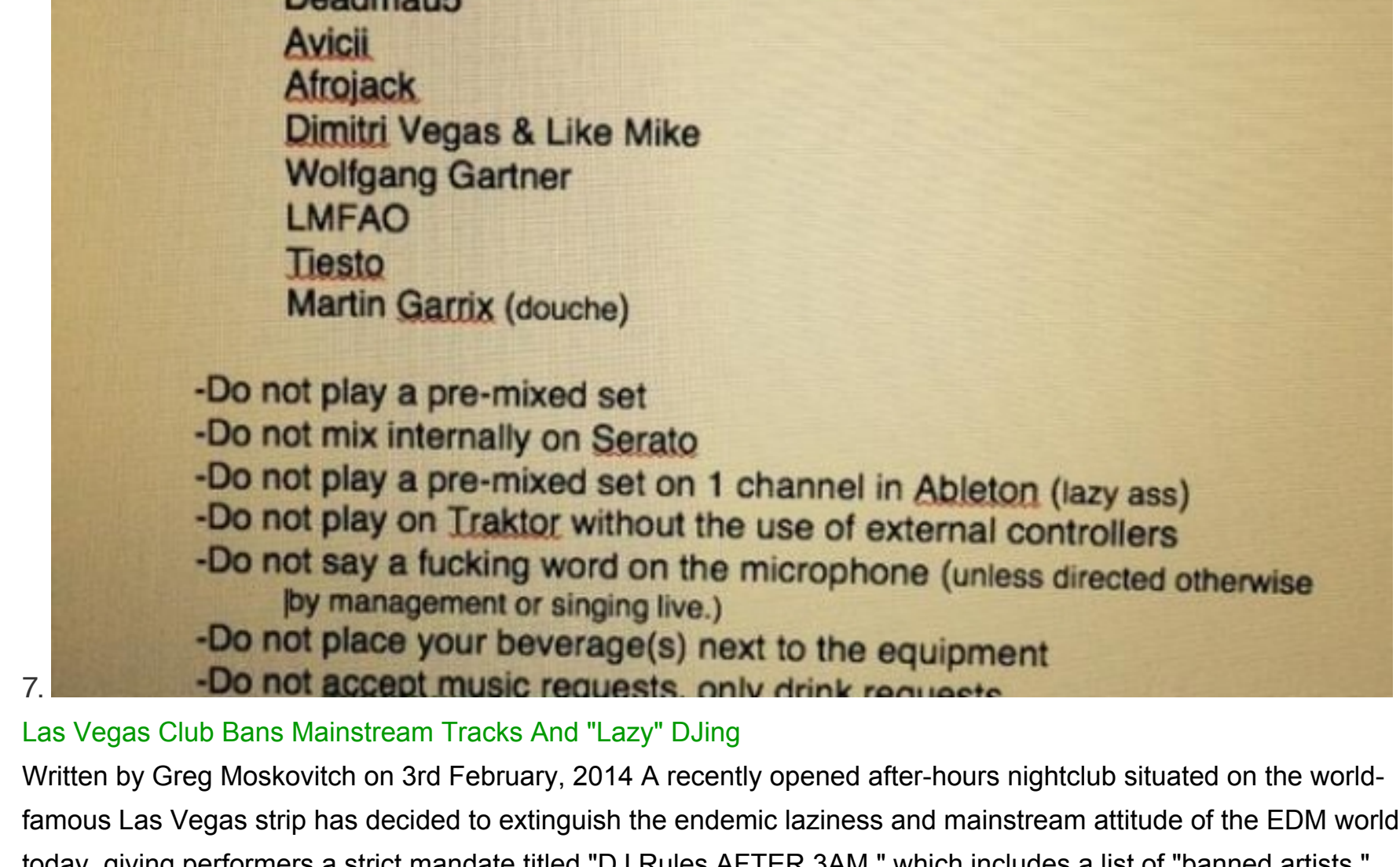
[This New Las Vegas Club Will Be Banning Mainstream Music and it's Awesome](#)

Las Vegas has a new after hours club opening tonight with a goal of saving partiers from hearing the same stuff other clubs keep playing. The new club is called AFTER, which shows the incredible creativity of the owners (I can only imagine what they will name their kids).



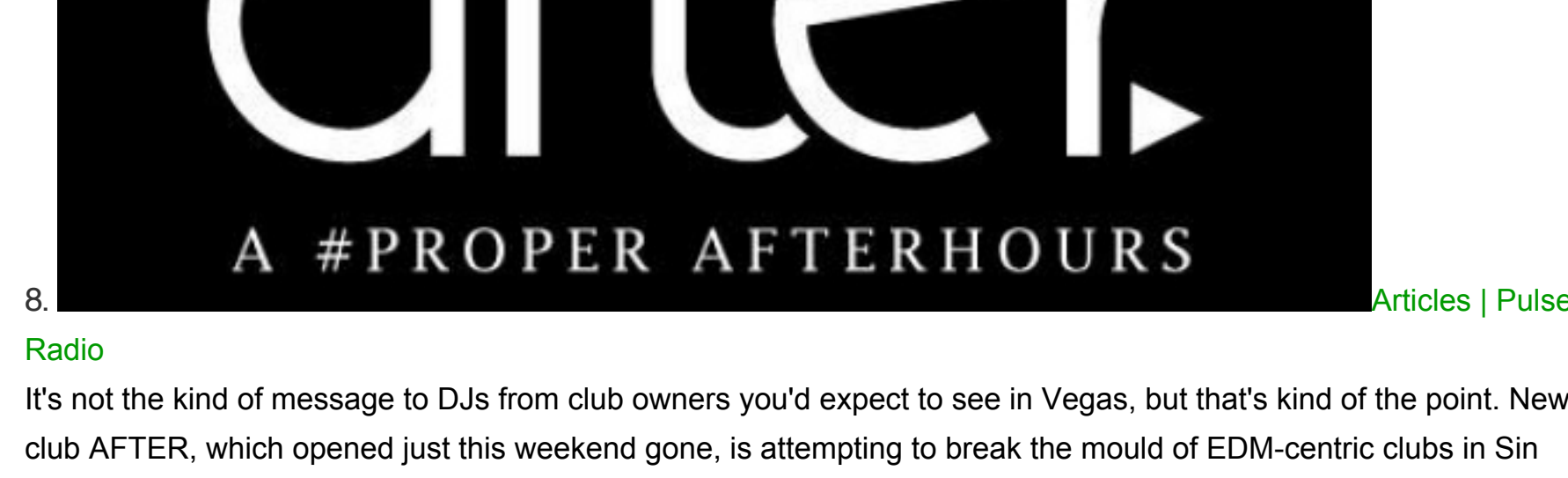
[Changing Times in Vegas: New Club Bans Mainstream Tracks and Improper DJing43229](#)

In what appears to be an effort to not only set themselves apart from the mainstream-obsessed Las Vegas dance music scene, but also attempt to help evolve and improve upon the American EDM scene, AFTER Las Vegas, a new club set to open on February, has released a set of rules that more or less [...]



[Las Vegas Club Bans Mainstream Tracks And "Lazy" DJing](#)

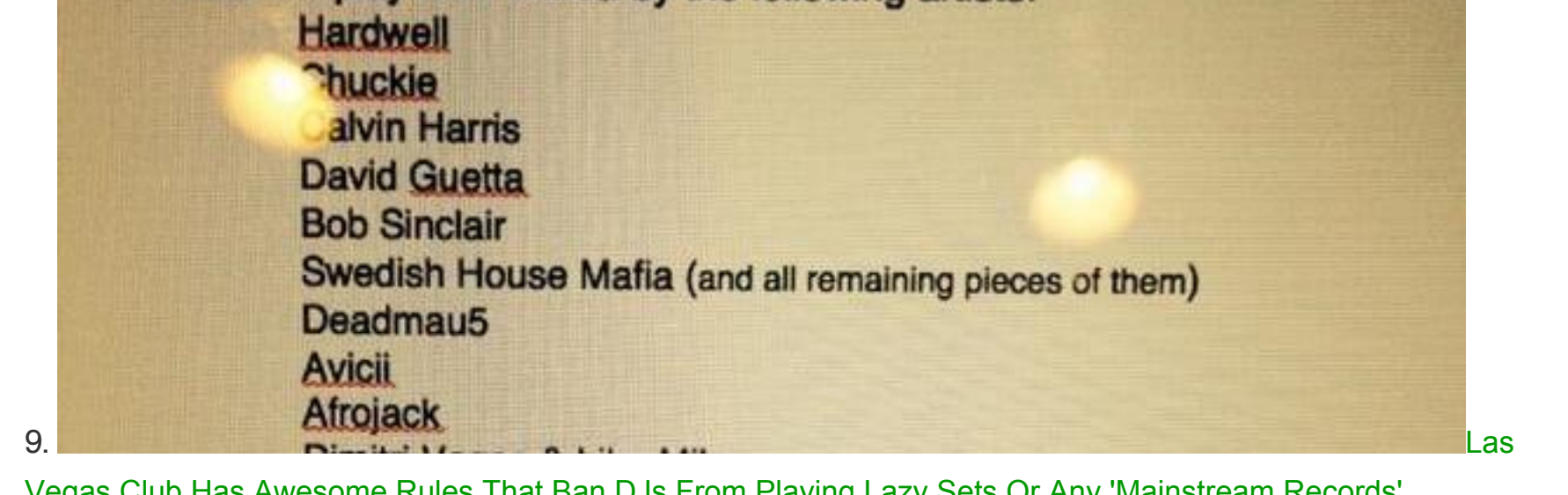
Written by Greg Moskovitch on 3rd February, 2014 A recently opened after-hours nightclub situated on the world-famous Las Vegas strip has decided to extinguish the endemic laziness and mainstream attitude of the EDM world today, giving performers a strict mandate titled "DJ Rules AFTER 3AM," which includes a list of "banned artists."



[Articles | Pulse](#)

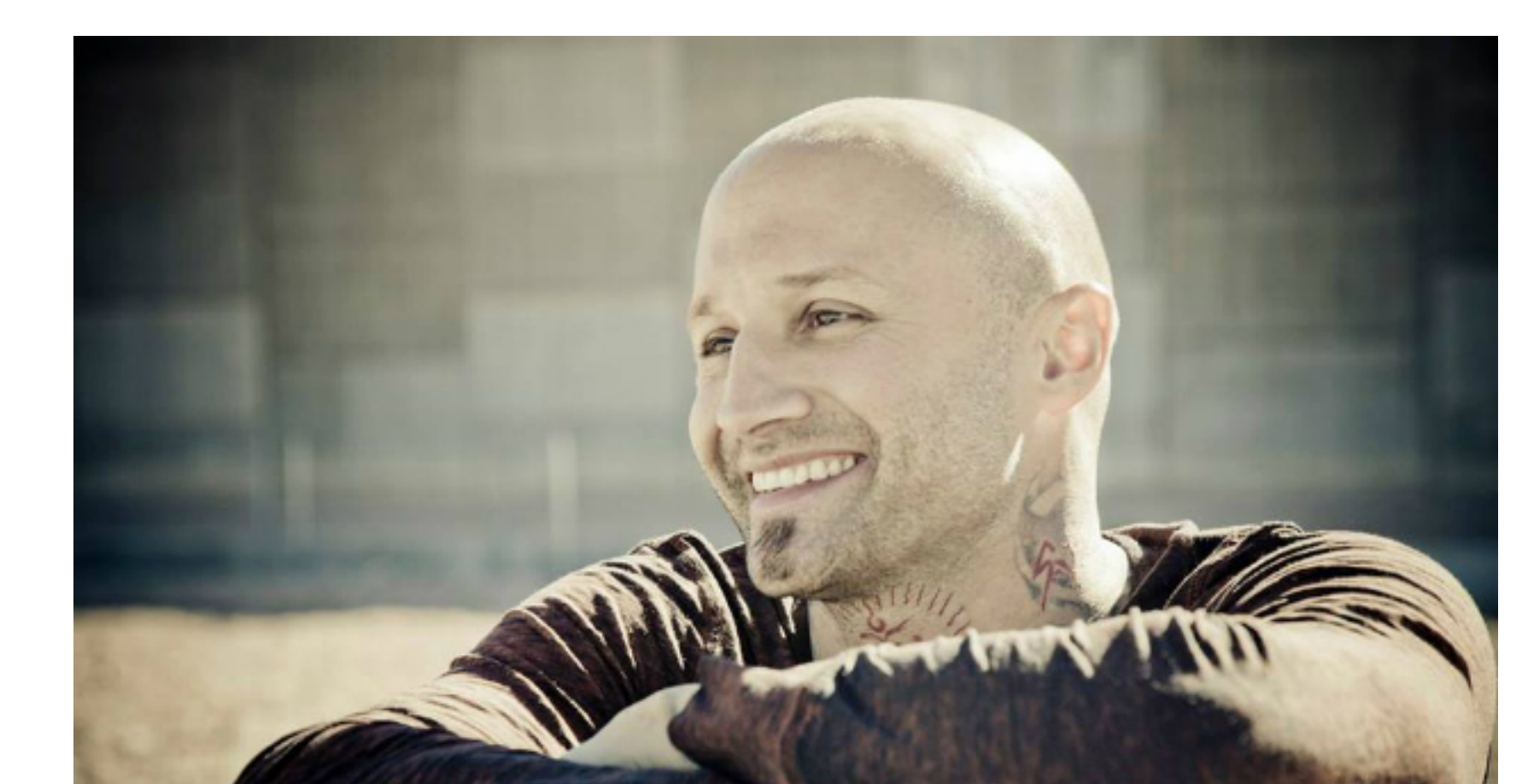
Radio

It's not the kind of message to DJs from club owners you'd expect to see in Vegas, but that's kind of the point. New club AFTER, which opened just this weekend gone, is attempting to break the mould of EDM-centric clubs in Sin City by setting out rules...



[Las Vegas Club Has Awesome Rules That Ban DJs From Playing Lazy Sets Or Any 'Mainstream Records'](#)

A new after-hours club in Las Vegas, appropriately named "AFTER," is implementing an interesting code of conduct with regards to its playlists. AFTER opened on February 1 and is on a mission to switch up the typical late night club scene.



[Thom Svast Speaks on the Irony of AFTER's "DJ Rules"](#)

Over the weekend, the dance music Internets were ablaze with talk about some DJ Rules, primarily because they were super on-point. The list was to be put up in the DJ booth at AFTER, a new after-hours event going down in Las Vegas from 3:30AM to 8AM, and lays out what can be best described as the reverse of today's EDM scene.

<http://www.lasvegasweekly.com/nightlife/2014/feb/03/local-thom-svast-s-rules-djs-after-goes-viral/>

<https://storify.com/mmkaycomputer/local-thom-svast-s-rules-for-after-djs-goes-viral-1>