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WeTransfer and Gilles Peterson release new podcast series, The Psychology of DJing



Gilles Peterson interviews five of his favorite DJs including Seth Troxler and The Black Madonna in a new podcast series from WeTransfer Studios, launching October 10th. The launch marks WeTransfer's first move into original podcasting.

In a new WeTransfer podcast series, WeTransfer's Creative Director Gilles Peterson explores The Psychology of DJing. The series, produced in collaboration with Worldwide FM, features five intimate interviews with DJs The Black Madonna, Seth Troxler, Cassy Craig Richards and IG Culture. The whole

series will be available on iTunes and Mixcloud from October 10.

Gilles Peterson has been one of the world's top DJs for three decades. He wanted to explore life behind the turntables and get into the head of his fellow DJs. Why do they do it? How do they handle the pressure? What's it like to build a profession out of a passion?



The episodes in the series will be between 18 and 28 minutes long, and the talks touch upon both practical and personal aspects of the life of a professional DJ.

Gilles Peterson says: "Having been in the DJ cockpit for more than 30 years, I've always been fascinated by what makes other DJs tick. I still love it to bits, but there have been times of doubt when I wondered what my *raison d'être* was. So that's what I wanted to find out about in this series – chatting to some of my favorite characters on the world circuit about the highs and lows of playing records to people."

For WeTransfer, the launch of *The Psychology of DJing* is particularly exciting because it is the first podcast

to be produced and released by WeTransfer. It will be featured on a new WeTransfer podcast channel where additional podcasts will also be released in the near future.

Rob Alderson, VP of Content at WeTransfer says: “We’ve been excited about producing our own podcasts for a while but we wanted to wait until we had the right partner and the right idea. Gilles is the perfect person for this series – the DJs all trust him because he has seen and done it all and this makes the interviews really honest and insightful. Although obviously about DJs and DJing, the conversations all speak to the joys and struggles of dedicating your life to any sort of creative endeavor.”

Note to editor

For more information or to arrange an interview with Gilles Peterson about the podcast or Rob Alderson about WeTransfer doing podcasts, please email Søren Nielsen on soren@wetransfer.com