

# Rolling Stone MUSIC

## 50 MOST IMPORTANT PEOPLE IN EDM

35

### Vello Virkhaus (V Squared Labs) and Martin Phillips (Bionic League)



Karl Walter/Getty Images

◀ 35/50 ▶

It takes more than a mirror ball and some lasers to make a lasting impression on today's EDM crowds, and that's why production pioneers Martin Phillips and Vello Virkhaus play such a vital role. The former, along with collaborator John McGuire, transformed EDM's audiovisual future with Daft Punk's 2006 pyramid show, incorporating narrative, reactive visuals that elevated dance music from a genre into an immersive sensory experience. Phillips' and McGuire's production studio Bionic League continues to create live spectacles today for the likes of Deadmau5, Kaskade and Kanye West. Virkhaus, meanwhile, is the VJ behind every great DJ; his innovations in multimedia content production – from animation to projection

mapping to live video mixing – have made his V Squared Labs the studio of choice for Insomniac Events, Ultra Music Festival, Skrillex, Amon Tobin, Krewella, and more.



◀ Intro/50 ▶

Electronic dance music is already the defining youth culture of the 2010s, but it's slowly taking over all aspects of modern music: Skrillex is on the cover of *Rolling Stone*, Daft Punk are at the Grammys, Baauer is atop *Billboard* and Avicii is on Country Music Television. From the people behind the decks to the people behind the scenes, here are the 50 people poised to chart its path going forward.

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