

DOUBLE THE TROUBLE



Logan (centre) & the Matinée dancers



Logan with Rebeka Brown at Space Miami doing Matinée in 2007



Logan (left) and husband Michael in Ibiza

had a good time. I liked events, and Michael owns a catering company, so we worked together. His business has grown and grown over the last three years, so it was a good match. But we realised that maybe we should not work together every day and live together, so we decided that I should find something else. Matinée had just started here, so I began dancing for them, and then I began helping Rod [Lay] and Wayne [Shires], who owned Area at the time, book the dancers. When Matinée left Area, Oliver [M, Matinée's former promoter] invited me over there with him and we took it from there.

How did SuperMartXé come about?

SuperMartXé approached me in the summer of 2008, when Oliver and I were doing Matinée and Revolver together. Things weren't working out perfectly and our relationship went sour. I announced

to Oliver that I was taking on a new brand [SuperMartXé] and we split, just like that. My relationship with Matinée didn't change – they were the brand I started out with. I just took a back seat for a while and let Oliver do his thing while I did SuperMartXé.

When did Matinée get back in touch with you?

The owner of Matinée called me and said they wanted to change promoters, and was I interested. I said, 'Yes', and he said, 'OK, well come to Barcelona'. So I went, we spoke, he'd seen my work with SuperMartXé and asked me to

trance with a progressive edge. As for the production, Matinée has always been about the music and the atmosphere on the dancefloor. It's never been colourful – it's more about hi-tech fancy lasers and LED walls. At Matinée we have one singer and it's all about her sound, her interaction with the people, being up close and feeling it.

Under Construction is an ideal first theme – what have you got planned for that?

Vanessa Klein is coming over from Ibiza, J. Louis is one of the oldest Matinée residents – he's one of those people who if you put him in the right setting with the right people, he's amazing! I haven't worked with Paul Heron since I stopped working with Matinée, so I'm looking forward to working with him again. And, of course, Pagano – I love the way he finishes. It's going to be different than how I've done things in the past. And we've got shuttle cabs going from The Fridge to Beyond at Area directly after as well.

What do you think of our scene at the moment?

I think 2010 is going to be a really good year. I think it takes a bit of energy to get other people's energy going. Personally I've got things I'm working on that are a bit bigger than just a club night. I think we need to draw people back here for big weekends. It's unfortunate that our Pride falls the same time Madrid's does every year, and so many guys go to Madrid and London only has its locals. I think if we take a bit of a chance with DJs and music and production, try to put things together and unify a bit more, I think this year's going to see more people wanting to

From country boy to go-go dancer to international club promoter, **Logan Schmitz** has built up a London party empire in just a few years. With the hugely successful SuperMartXé under his belt, he's now in control of Spanish giant Matinée. **Luke Till** found out more from the man himself.

Is it fair to say that 2009 was a very good year for you?

Last year was a learning year. SuperMartXé was completely brand new for London – no one knew what it was apart from a few people that had gone to Madrid Pride the year before. No one even knew how to say the word! I put in a lot of work and I did a lot of things that were seen to be risky, but I'm really happy with how things turned out.

How did you first get into working with clubs?

I went to the Florida State University and in 2002 I studied one semester in

Tallahassee. Most people think 'Oh, you live in Florida and there's a beach!' No, Tallahassee is in the north of the state in the middle of the woods. It motivated me to save up as much money as I could so I could get back to Ibiza. So for four years – every summer until I graduated – I'd go to Ibiza. And after every summer I would go back to university destroyed!

And how did you come to London?

I first studied here for three months. I enjoyed it and I had a lot of friends here, but I didn't really think I'd end up here. And then in 2006, while I was

'Now I have two separate concepts – they're both Spanish but they are very different and I'm happy to do both.'

Valencia. I had my heart set on going to Ibiza, so I chose the school that was closest to Ibiza, studied there for six months, then took the boat straight over. I didn't have any way of making money, so I had to find a job. The only thing that I could really do and get away with was work in nightlife, so I taught myself how to dance. Everything was completely new to me. I'm a country boy from Oklahoma – I didn't know how to dress on a podium! But if you want to survive you have to figure it out and make some money.

So you threw yourself in at the deep end!

Yeah! I really wanted it. I was 20 years old and I loved the atmosphere of Ibiza.

How long were you living and dancing there for?

I stayed in Ibiza until the season ended and then I returned to Florida State University, which is in the capital, Tal-

lancing at Matinée in Ibiza, I got off the podium and was hanging out with my friends, and then I met the guy who I eventually married, Michael. He lived in London and was there on holiday. He knew some of my friends, we met up a few times, we started dating – I'd come to London for a weekend, he'd fly to Ibiza for a weekend – and we did this all summer. By then I'd graduated and I'd been living in Miami for three years, but because of Michael, I eventually moved to London.

When did you get married?

We got married December 2006. We did it quickly but it's been worth it. I feel married now.

When you settled here, did you know you wanted to become a club promoter?

No. In Ibiza I'd worked a good five years in clubs dancing, observing, and watching how things happened, and I'd

do Matinée. Now I have two separate concepts – they're both Spanish but they are very different and I'm happy to do both. I'm really excited to work with the new Matinée artists too.

Matinée and SuperMartXé do have two separate identities – can you outline one from the other?

SuperMartXé is all about the stage show, fantasy production, seeing things that you don't ever see. It's Disney, it's cartoon, it's colourful, and I don't want to change that in any way. Musically, Matinée is more tribal and progressive whereas SuperMartXé is more new

come to London.

A lot of people in recent years have said that we probably have one of the best gays scenes in the world...

I've just come back from Miami last week and everybody was talking about London. If you go to New York or Miami, their scenes are dying – they don't have big, regular Saturday night parties, they don't offer a selection like we offer in London. We've got the biggest gay scene by far! Everyone wants to come here, now all we have to do is offer a weekend that has all those things people want to come for.



• **Logan Presents Matinée: Under Construction this Saturday (6 Feb) from 10.30pm until 6.30am at The Fridge, 1 Town Hall Parade, Brixton Hill, SW2.**
• Get your advance tickets now from Clone Zone, DV8, SolarStation and The Box, or online from www.clubtickets.com.