

clubbed to DEATH

Keeping It (Sur)real

In the world of DJs, there are few celebrities. Well, there are *many* celebrities, but few cross over to become culturally famous persons-at-large, like movie stars.

Some, like the **Chemical Brothers**, might become massively recognizable names, but almost nobody knows what they look like. That's because the business of becoming a DJ celebrity is difficult.

The institutions and practices of DJ culture are not set up to promote celebrity (to promote short-term hype, yes, but not sustained individual celebrity). Flashing lights and smoke machines do not create celebrities.

Also, lots of DJs use a different name for each subgenre they work in. (The same is true to a lesser extent for hip hop, though hip hop regularly produces huge celebrities. For example the members of **Wu Tang Clan** have about eight names each, except for **Big Baby Jesus** — formerly **Old Dirty Bastard** and other names — who dropped all other IDs for his current moniker.) This is the problem for DJs in a nutshell. It's difficult to recognize a person as a celebrity when he has five names *and* you don't know what he looks like.

But what's more important than *why* there are few celebrity DJs is the fact that we have one coming to Honolulu — never mind that he's famous for something other than being a DJ. I'm talking about **DJ Lars**. (Personally, as an inhabitant of the real world, I'm disinclined to watch MTV's *Real World*, so I'm outside the loop of DJ Lars' celebritydom in that regard — I don't specifically remember anyone from the show, except the girl who wired her mouth shut and the boogeresque Puck.)

The ubiquitous **Double O Spot Productions** is bringing DJ Lars, a top-notch house DJ, to Hawai'i. He appears Thursday, Nov. 5, at the Wave and Saturday, Nov. 7, at the UH-Mānoa Campus Center Ballroom. Call 956-9958 for more information. On Thursday, Lars' set will start promptly at midnight. See you there.

—Sir Gigolo*

**My real name is not Sir Gigolo. Sir Gigolo is a moniker I selected for myself based on trend forecasting. As a writer who dabbles at DJing, I'm aware of the importance of a good moniker.*

You see, I'm fairly certain Medieval times are coming back: Over the years, we've seen returns of the '50s, the '60s, the '70s, the '80s — even the '30s and

'40s have staged fine comebacks in the form of the swing-dancing trend. Now it's time to go back just a little further. Think about it and I'm sure you'll agree — Medieval times are just around the corner.

Two years ago, certain aspects of Asian culture became trendy — with Wu Tang Clan, the Shoalin clothing label, the Beastie Boys and their Tibetan fixation. Astute trend watchers know, however, that the Asian trend is pretty much played out, or, as it were, has made its way to Nebraska. What's next? Medieval culture. It's retro — and very hip.

I selected the name Sir Gigolo based on an actual character from early European literature. Sir Gigolo (whose name coincides with the 20th-century English term "gigolo" — a modern "urban playa") is a minor knight of King Arthur's Round Table. Sir Gigolo's origin is debated among scholars: English scholarship claims Sir Gigolo is of British Isles Celtic origin, like Sir Gawain, while the French claim "Sir Gigoleau" (some earlier manuscripts read "Gigilot") is a French import to the Arthurian legends.

Among Medievalists in universities around the world, Sir Gigolo's popularity ranks somewhere between Sir Galahad and the controversial Sir Charlene (definitely a French import, according to English scholars). Interestingly, he ranks highest among female scholars.

From the late Medieval days to the mid-20th century, Sir Gigolo's adventures have been documented in poetry and song. There are the epic Old English poems Sir Jigelowe and the Self-Absorbed Nun and Sir Gigolo and the Rune Knight from Kingdom Plantae. His popularity in Medieval romances peaked around the 13th century, when his reputation as a "bad boy" knight was fully developed and he was known as, "The Knight ya love ta hate." In the '60s, Joan Baez recorded a song about him called "The Ballade of Brave Sir Gigolo," as did Bob Dylan, whose rare, early demo, "Stuck Inside of Guinevere with Sir Gigolo's Blues Again," was later reworked as another song.

*I must give props where props are due: It wasn't I who realized that Medieval times are on the horizon. The credit goes to my friend, **Carl the Cruel Wizard** (known formerly as **Kung Fu Carl, the Killa Panda**).*

Till next week, then, keep it Medieval, my fellow knights o' the round.

—Mark Chittom
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