

PEOPLE BEHIND THE ARTIST



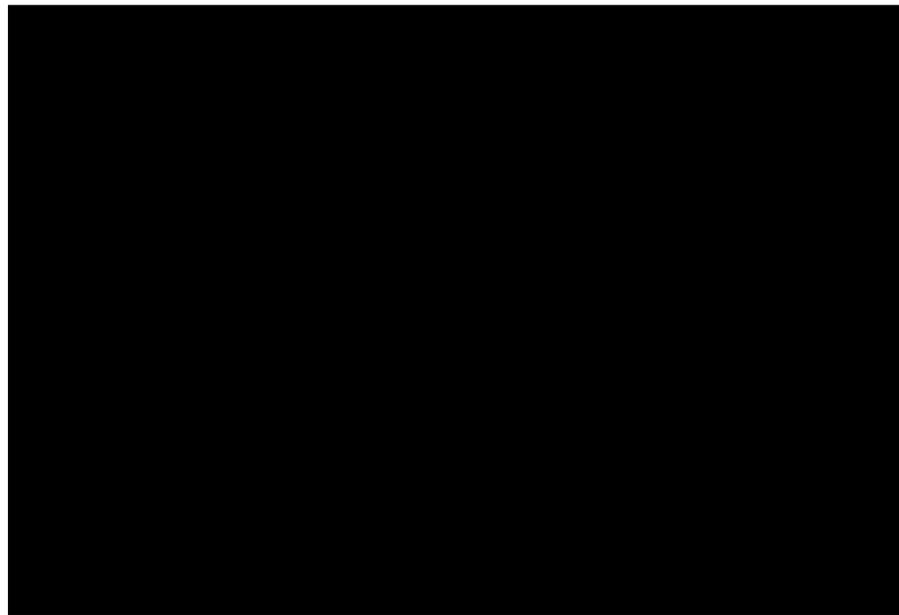
SHINING THE SPOTLIGHT ON VIDEOGRAPHER M4XIMUS

BY KHADIJAH DUNN



Inspiration can hit at many points in life; it can come and go at times as a fleeting hobby or as a single experience that grows into a creative passion that jumpstarts you straight into your career. Max Schultz or M4XIMUS found his passion behind the camera after trying his hand at film in high school, starting with one music video that prompted him into becoming a videographer for EDM events and festivals.

Having fell in love with the storytelling element, he has had time to practice his craft and developed a quick-paced, fun and brightly captivating style of filming. The style of his videos goes hand-in-hand with EDM's fast and unpredictably fun moments that guides you into a heart racing experience, inspiring any novice raver into becoming a full blown party animal.



What has influenced you into doing videography and photography for EDM events?

I'd say the match got lit when I did a music video senior year in high school. It was my first time ever doing one. Editing to EDM music and telling a story through my footage, I just fell in love with it. What threw the match into the fire which ignited the flame in me to pursue this was watching a series called Krewlife that Krewella did. I had no idea what the job was called at the time, all I knew is I've got to film shows and edit to the artist's music. I was hooked.

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Do your favorite EDM artists and sub-genres change often or is there a particular artist and sub-genre that inspires you?

When I first got into EDM I loved every genre. My friends were only into trap, house & dub but I loved it all. There was definitely a unique vibe and energy at each artist's show and it is incredible to experience all of them.



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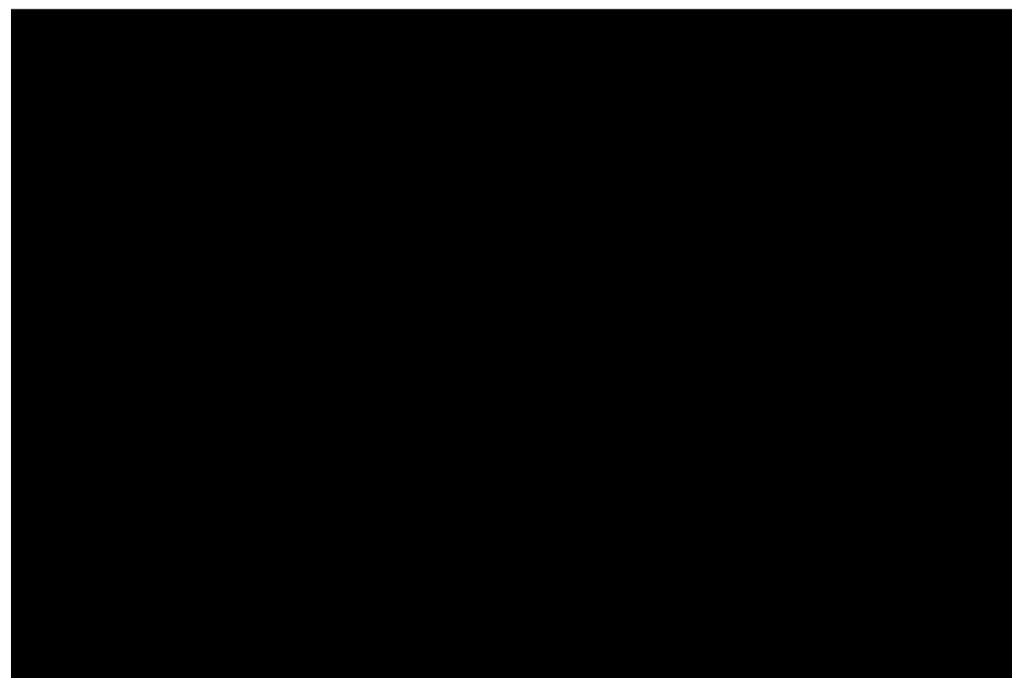


What are some common mistakes that you've made working at past EDM events that newbies should avoid?

If you're filming at a club that is not well lit, when the artist goes for the family photo, make friends with the lighting guys and ask if they can turn all the lights on for the photo so you get a good pic. Gotta give a shout out to my friend at Echostage for teaching me that! Also, a simple point is to be respectful of other video or photo people on stage. I always give the house video/photo person priority on the stage and surrounding environment. Good communication is key.

What are some of the best moments of EDM event/festivals that set them apart from other live events?

The oozing atmosphere with a vibe you've never felt in your life. Something about EDM shows is unlike anything you will ever experience. You can go to a venue or festival by yourself yet you are in a space with hundreds or thousands of others, all feeling the music flow through your soul and everyone is happy, dancing and friendly. I've always made new friends.



What is the process like when you are shooting and editing an EDM event?

I like to get a good look at the stage before I shoot. See my entrances and exits so I don't waste time running on or off stage for different shots. Then film some shots of the line outside or venue and Green Room activity too. Then when the artist I am filming is on stage - I'm filming, I'm non-stop filming. I'm a sweaty mess by the end! Then I get home. Dump the footy. Edit a few pics and find some raw clips and send them over so they have something to post right away to keep their socials busy. Then I pass out and sleep. Then grind on the recap edit in the morning!

Do you want to eventually get into the film industry since you've worked on film sets before?

Yes! I would absolutely love to still! Coming more from a film background and then getting into videography and picking up a camera and filming live moments instead of something scripted was a big, but fun

change for me. When I'm not working or have a little break I try to take advantage of that and focus on the film industry. I had a month off and my good friend, who's an actor, was filming an indie movie and I asked if I could be the on set behind the scenes photo and video guy and the director said sure!

What is the hardest part about shooting footage at an EDM event?

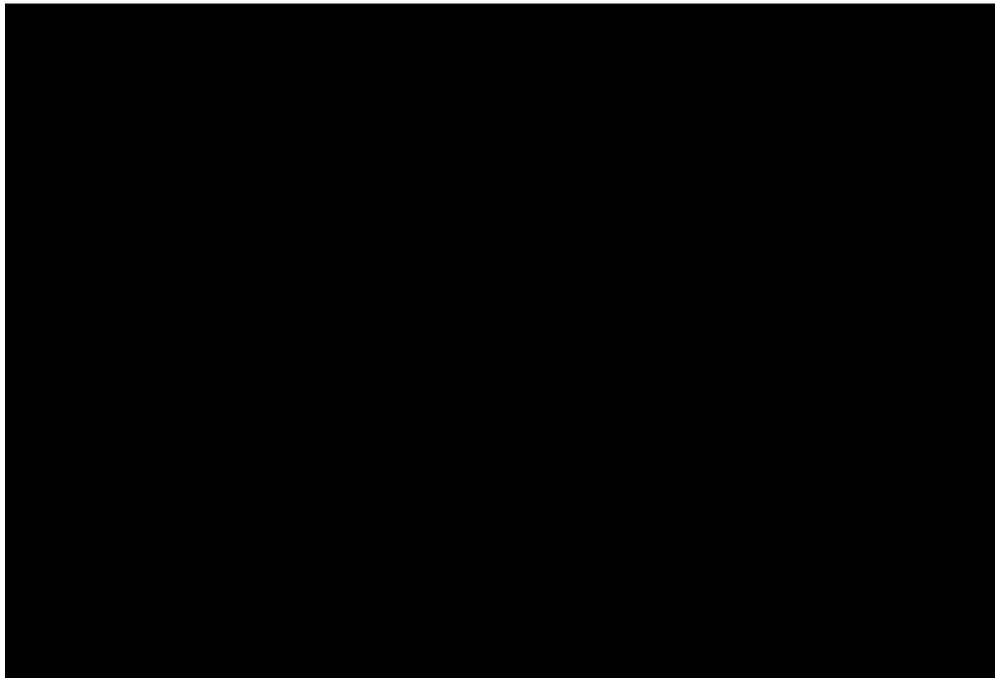
Lighting! If the venue has bad lighting it's a pain to film in. I can always rock my light, but I'd rather have a bunch of lights going off making the room full and colorful. Another hard part is making sure you capture those dope moments. Like an epic stage dive, laser lights hitting the artist and stage just right, and the faces of the fans who are in the moment.

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What do you find interesting about working with the different types of artists?

Working with different artists is always a fun discovery because each one has their own unique energy and style on stage, as well as the fans that come out to that particular artist's show! Filming an artist like 3lau for example is always a blast! He pulls energy out of the crowd like no other. He doesn't just chill behind the decks, he comes out and does champagne showers, throws pizza slices into the audience, waves a flag and throws out beach balls too. It's not only about the music, he wants to make sure his fans have an incredible experience. I still have moments where I say to myself, "I got to work with 3lau!!!!"



If you could shoot a video for an artist you haven't worked with who would it be?

I'd love to work with Dillon Frances and The Glitch Mob. I love Dillon's music and the energy he has on stage. He is super funny when filming off stage and the footage would be insane. The Glitch Mob has a unique style in which they perform, with drum pads and a dope stage set up. Their type of music to me is cinematic bass and I'd love to edit to their music to see that creative combination

What are the differences between working in the film industry compared to EDM?

EDM is very crazy. Which I love. A lot of stuff is last second. You're also capturing live moments so you have to be quick on your toes. You can't do five takes like on a film set. Also, I'm a night owl so it's perfect for me. Film sets are more organized and structured with what's going on that day on set. When I film a show, I have zero idea what will go down. Which is exciting. EDM videography can be very guerilla style and go, go, go!!



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What kind of camera's have you worked with to shoot footage for shows up until now? Do you have a current favorite?

I started with the Canon 60D. Then upgraded to the 5D Mark III. And now I rock the 5D Mark IV. And the Mark IV is my fav! It has incredible autofocus and my all time favorite feature is it can film 120fps. Which filming people with long hair who are head banging in that slow of frame rate looks so sick!

If you decided not to create M4XIMUS Productions, what different career path do you think you'd take?

Definitely something with entertainment for sure! Music or Movies!

Do you have any weird or crazy stories from EDM events/festivals you've been to?

Oh man, so many. This is hard. Well, one that comes straight to mind is a moment that made me proud and humbled with what I do. My first fest I ever filmed was Moonrise in my hometown of Maryland. I was done filming my artists for the day and was chilling at the main stage watching the show and the audience. I had my camera in my hand and wanted to just take some photos. I see these two guys front row having the time of their life. I take a few photos and they did the 'come over here' motion. They ask if I could send them the photos I just took of them, so I got one of their cells. I texted it to him and he was most thankful. Months later, I'm chilling in the audience at Echostage in D.C. with some of my friends killing time before the artist I needed to film arrived. This dude to my right taps me and asks, "Are you Maximus?" and I said, "Yeah" He was like, "Oh my god, yo dude!". In a second, he brings up the photo I took of him and his friend at Moonrise. I'm like, "WOW!!" We hug each other and he was like, "This was one of me and my friends favorite moments from Moonrise. You were so kind and genuine. We thought most photo and video guys weren't like that." That moment with him makes me so grateful for the job I get to do.

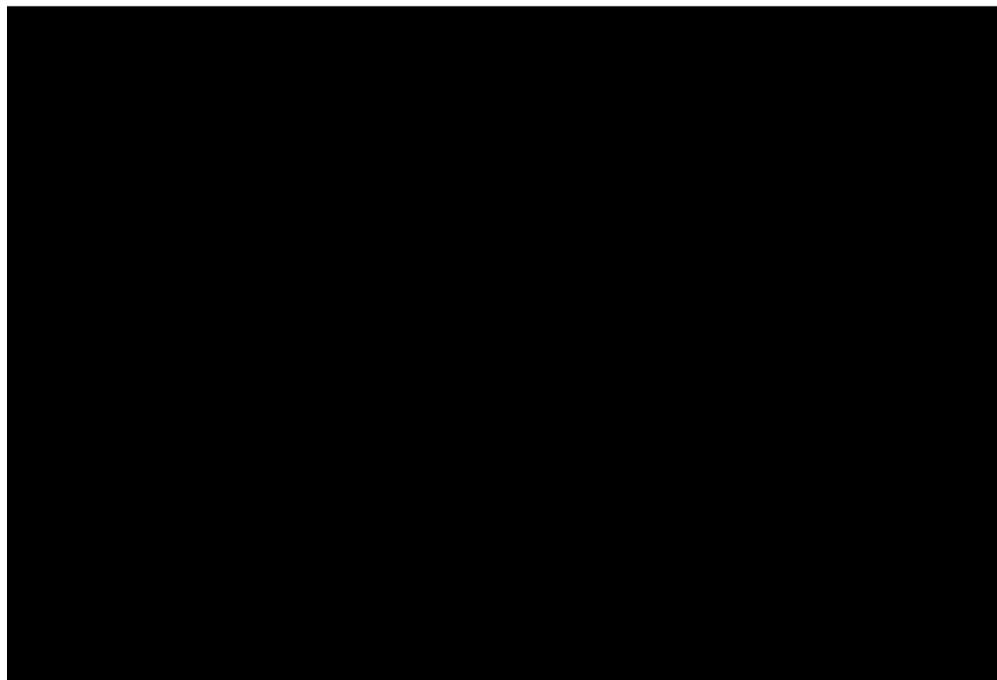


How has your perspective on EDM events and shows changed from being in the crowd to shooting behind the scenes?

From being a fan in the crowd to being someone who's on the business side of it, my perspective has changed a lot. For good and bad. When I'm at a show just for fun, my minds racing with if I had my camera how I would shoot this show!! But being behind the scenes I see and respect so many people who are behind the scenes that put it all together for the night so the audience has an amazing time and everything runs smoothly. Seriously they are the real stars of the night!

What advice do you have for anyone who wants to turn their passion for shooting videos or taking photos for EDM events into a career?

Practice. Experiment. Create something new. Don't play it safe and re-create what other people in the video & photo scene are doing just because that's what everyone likes. Also, be grateful for the opportunity to do what you love and appreciate the artist's fans who support you on your socials. And, of course... network!



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