

For Immediate Release



## LOOPCLOUD AND PLANET E ANNOUNCE THE CARL CRAIG REMIX CHALLENGE

**Carl Craig will preside over the competition, which offers the chance to remix his classic track “From Beyond”. The winners will enjoy \$6000 worth of prizes, including gear, subscriptions, plugins and more from Elektron, Reason Studios and AIAIAI, as well as being considered for a prestigious release on Planet E itself.**

**London, UK - November 3rd, 2021** - Honouring thirty years of showcasing Detroit musical innovation, **Planet E** and its founder Carl Craig have joined forces with **Loopcloud**, offering users the opportunity to remix his seminal track “**From Beyond**”, using original stems available for the first time. The winner, decided by Carl alongside Loopcloud judges, will receive a \$6000 prize pool and the chance to release on **Planet E** itself.

First released in 1989, Carl Craig’s “**From Beyond**” is an early highlight in a career filled with many. A sublime showcase of the incredible drum programming and jazz-influenced textures that became his speciality, the original stems used for the track have been uncovered from Craig’s archive and made available to a new generation of producers. Now, **Loopcloud** users have the unique opportunity to offer a new take on this Detroit masterclass, in order to win a \$6000 prize pool, as well as the priceless possibility of a release on Planet E itself.

Carl Craig said “I’m here to invite you to be part of history and remix my classic “From Beyond”. The winner has the chance to be released on my label, Planet E Communications to celebrate our 30th anniversary.”

Following on from previous Loopcloud remix challenges including **DJ Harvey’s** “Berghain”, as well as the successful return of the **Global Producer Challenge** earlier in 2021, Carl Craig seeks a new perspective on “**From Beyond**” that represents an exciting challenge for the international community of music makers; the chance to step into a legendary moment in Detroit Techno history. Producers must submit their remix using at least one sample from the Loopcloud library before November 23rd (23:59 PT).

**Loopcloud** and **Planet E** have partnered with **Beatport, Plugin Boutique, LabelRadar, Elektron, Reason Studios** and **AIAIAI** to put together a pool of gear, subscriptions, plugins and downloads that represents one of the largest prizes in electronic music in recent memory, as well as one indebted to the experimentation and futurism inherent to **Planet E** over the past thirty years. As the label reaches this unique milestone, Carl Craig will consider the winner for a release on **Planet E** itself, allowing them to join a historical pantheon of dance music innovators including **Mark Fanciulli, DJ Stingray** and **Carl Craig** himself.

The total list of prizes includes:

- The chance of a release on Planet E
- Elektron Octatrack
- Elektron Model:Samples
- AIAIAI TMA-2 Studio headphones
- Reason+ subscription
- a selection of plugins by Carl Craig
- Beatport LINK Pro subscription
- Loopcloud Pro subscription
- LabelRadar credits

Anybody that would like to enter the **Carl Craig Remix Challenge** will be able to access the stems for "From Beyond" via Loopcloud. Inside, Loopcloud users can utilize the site's tools to creatively slice, time-stretch, pitch, and process the stems in sync with their project. Producers can also access Carl Craig's recent [Planet E Breaks sample pack](#), featuring fifty drum breaks and kits hand-selected from Loopcloud, then each personally reworked in his studio.

**The deadline for this competition is November 23rd at 23:59 Pacific Time.**

#### **About Loopmasters:**

[Loopmasters](#) is the definitive place to find the best samples, loops and instruments from the world's most influential DJs, artists and producers. In 2017, Loopmasters launched [Loopcloud](#), the industry-leading subscription service that gives producers the tools they need to take their music further. Follow Loopmasters on [Facebook](#), [Twitter](#) and [Instagram](#).

#### **About Beatport:**

Beatport is the worldwide home of electronic music for DJs, producers, and their fans. The Beatport Store offers music in premium digital formats and provides unique music discovery tools created for and by DJs. Each week, Beatport's music collection is refreshed with hundreds of exclusive tracks by the world's top electronic music artists. The company also has a growing, streaming catalog subscription service, [Beatport LINK](#). Founded in 2004, the Beatport family of companies includes [Beatsource](#), [Loopmasters](#), [Loopcloud](#) and [Plugin Boutique](#). Beatport has offices in Berlin, Brighton, Denver and Los Angeles. Follow us on [Twitch](#), [Facebook](#), [YouTube](#), [Twitter](#), and [Instagram](#).

**Learn More**

[www.loopcloud.com/carl-craig-remix-challenge](http://www.loopcloud.com/carl-craig-remix-challenge)

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