Music students organize interactive festival

Gregory Jouvenat, Staff Writer | Posted: Tuesday, February 9, 2016 7:00 am

Live music and art was available to Cal Poly Pomona students on Thursday at Ursa Major in the Bronco Student Center.

Rad Fest, a senior project put together by Daniel Lopez, a music industry studies student and graduating senior, gave people a platform to showcase their art and their music.

The art gallery, which opened at noon, featured a collection of works created by various artists. Students were also able to witness an artist put together a painting throughout the event.

The festival had a lineup of 14 bands, and a majority of those performers were CPP students. There was no admission fee for Rad Fest, so everyone was able to walk into the room and experience the musical works of CPP co-eds and students from other universities.

“I just wish we had more of these,” said Bianca Pescina, a fifth-year communication student at CPP. “It’s a good connection with music. You don’t really get these a lot. I’ve never experienced something like this during my five years of coming here. There’s BroncoFusion, but this is more personal, and it gives other people a chance. Bands I’ve never even heard of are making me feel so good. So I think it’s good for both sides: people who have talent can come here and express themselves, and we can just enjoy it and take it all in.”

Louis Garcia, a fourth-year music student and one of the live performers at Rad Fest, had a blast playing the music he produced in front of a live audience. Going under the stage name DJ Ocean Roulette, Garcia likes to make electronic music that is experimental.

“I rarely get to play music live,” said Garcia. “I mainly do a lot of college house parties, and that calls for radio music, top 40s and stuff like that. I’m always working on music but I rarely play it for an audience. It was a lot of fun. It was interesting hearing it on a big sound system as opposed to in my bedroom, where it is always being played.”

Lopez said that he’s grateful that Red Bull provided products and some infrastructure to help make Rad Fest a possibility. He’s happy that he got a chance to curate some of the best bands for his music festival.
“They were all established bands that already knew what they were doing,” said Lopez. “I wanted to make sure that I didn’t get bands that were just starting out and had no practice at all. Those bands don’t have any fans yet, and this isn’t the type of event that they should be playing. There’s a lot of mind games that go on with trying to play shows. You want to get fans first before you start playing festivals.”

CPP’s Music and Entertainment Industry Club funded Rad Fest. MEIC is filled with students who want to put on events like Rad Fest, and they also help out with providing music for other events on campus.