

# GED

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**DEV**  
LANDS HER G6 IN IDYLLWILD  
FOR PRIDE UNDER THE PINES

**LANDA PLENTY**  
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# DEV Lands Her G6 in Idyllwild for Pride Under the Pines

**By Alexander Rodriguez**

Idyllwild, just a short one-hour drive from Palm Springs, has become home to Pride Under the Pines, one of the newest and most vibrant Prides that have been added to California's roster of celebrations. In just a couple of years, it has become a destination location celebrating both Palm Springs and Idyllwild residents. This year, in addition to local well-known personalities, singer/songwriter and LGBTQ+ ally Dev will take the stage as this year's headliner.

Originally known for her collaboration with Far East Movement and The Cataracs for the party hit "Like A G6," her career has celebrated a number of hits as well as nominations for two Billboard Music Awards, a Brit Award, and two MTV Video Music Awards, with no sign of slowing down.

A Californian native, she was raised in a heavily Latin household. There she would first fall in love with music.

**I come from hard-working, fun, loving, party-havin, immigrant families on both my Mexican and Azorean sides, and I feel like their sacrifices and spirit have led me to a life of opportunity that I'm super grateful for. I also love the way stories sound in Spanish and Portuguese, there's a romantic aspect to it, so I love adding it to my music.**

**My parents influenced my love for music. They always had music playing in the house and would take me to concerts all growing up. I was also in band and choir all throughout elementary school and high school, so music has always been a big part of my life.**

What was that song or artist that ignited that spark to start writing your own music?

**So many artists! Aretha Franklin, Elton John, Avril Lavigne, Eminem, Taking Back Sunday, Robyn, Donna Summer, Santigold, Uffie, The Fugees, No Doubt. I could go on forever. [Laughs]**

In 2009, a chance posting of one of Dev's original songs made a splash on MySpace and caught the eye (and ears) of The Cataracts. Dev would leave college to pursue her music career and her first collab with The Cataracts, "2Nite," would gain exposure on the radio, MTV, and the Billboard Hot Dance Airplay chart. No doubt social media has evolved from the MySpace days; so too has the music industry, now greatly influenced by social media. What is Dev's take on social media and the music scene?

**Honestly, my music has always been bigger than my social media presence since the very beginning of my career, so my outlook has always been different. I think it's important, but I don't think it's everything. There are positives and negatives to the industry and social media alike... it's about balance, and being able to separate the pressures, and just have fun.**

A year after moving to LA to work in the music scene, a verse from Dev's single "Booty Bounce" was used in The Cataracts project with The Far East Movement. "Like A G6" was born – an instant hit that keeps the party going till this very day. Dominating the Billboard charts, the radio, and every dance floor, Dev's career was thrust into the spotlight. Was she prepared for the huge success that came with "Like A G6?"

**I wasn't prepared one bit! [Laughs] I knew it would happen, I've always believed in myself, but I couldn't even afford to buy a hamburger when "G6" blew up, so it was a pleasant surprise. A lot of hustle and arduous work goes into making music and working music and you always hope for something to pop, but that one exploded! I'm grateful to have been a part of it.**

Did you feel the pressure to compete with the success of "Like A G6?"

**Never ever. I experienced lightning in a bottle. Pure magic. I still get tagged in "G6" memes or people hearing it at festivals or clubs, and I still get calls late at night from friends like "G6" is on at the bar!!" I can't be anything but grateful for that. And that song was not only me but The Cataracts and Far East Movement, so putting pressure on my solo projects in comparison would be unfair. I'm just stoked and hope I can perform it until I'm 80.**

Dev's music has been praised by critics for its futuristic and pulsing nature, electropop with rap roots. With over a decade under her belt, she has had major success as a solo artist as well as with her collaborations with some of the industry's biggest names. She is as electric on stage as she is on her recordings, and her music is instantly recognizable.

What is your creative process when writing new music?

**My producer and I freestyle every session a little differently. It's all based on how we feel that day or what's inspiring**





Photo courtesy of DEV

**us at the moment. Sometimes he has ideas, sometimes I just lay melody ideas for hours until we like something. It's a super liberating process.**

How has the industry changed the most since you started?

**I think seeing more artists be in control, and more females and people from the LGBTQIA+ community being celebrated both in front of and behind the scenes creatively. Seeing streaming and viral moments set it off for both new and established artists is cool. It is constantly changing and keeps you on your toes.**

How has your music changed the most since you began?

**I've always played with genre bending and different sounds, whether it be heavy electronic or an all-acoustic song, something with a drumline sound, or bay area bass slap. I love music so much that I've never liked the feeling of being tied to a specific rule or sound, so I honestly think it's the same in that sense. I think I'm a little more confident in the studio, on stage, and within myself, so that has changed. But the bad bitch vibes still run!**

You have had many great collabs. What musician has taught you the most while working with them?

**Timbaland gave me some awesome advice. Usher did as well. I think working with Stacy Barthe and MNDR was special because I had never really collaborated with many female artists before them, so I loved and cherished their energy.**

Another major success Dev has had in the last decade is that of becoming a mother. MTV aired a special that featured Dev and her daughter, showing how she balanced motherhood while maintaining her successful career. Did becoming a mother change her music?

**I don't know if it did sonically. My daughter loves all the bad bitch vibes that I make, she's super into Ice Spice right now. It did make me want to work hard to be able to show her how to be a strong independent woman who can have her own goals and business and be able to provide for herself. It reignited some bossiness.**

"Like A G6" is still a staple in LGBTQ nightlife, evoking nostalgia from the past decade of partying and music while at the same

time garnering a new generation of fans. She is a staunch ally to our community, and, of course, we love a talented diva. We can't wait to see her perform at Pride Under the Pines.

When did you first realize you had a big LGBTQ following?

**At my first Pride performance in NYC in 2009. I felt so much love. Growing up I always loved openly regardless of gender etc, and I don't think most people know that I really identify with the community. It's a safe space for me personally and creatively. That first Pride performance really meant a lot to me and they all still do to this day.**

What is your message to your LGBTQ fans?

**Thank you. I love you. I see you. Keep shining your light and being the baddies that you are! And, I gotchu always.**

What can we expect from your performance at Pride Under the Pines?

**SO much fun. High energy, love, storytelling, a little kiki moment. I'm so excited to perform for you all. And thank you for having me!**

Pride Under the Pines takes place on Saturday, October 7<sup>th</sup> from noon to 9 pm. Party buses between Palm Springs and Idyllwild will be available. Head to [PrideUnderthePines.com](http://PrideUnderthePines.com) for more info.



Photo courtesy of DEV