



## **Mad Professor - Electronic Dub producer - Creator of Ariwa Sounds**

**Mad Professor** is one of the leading figures in Dub.

Having started building electronic equipment in the seventies, Neil Fraser evolved into building mixing desks and sound effect units.

He opened his self built recording studios in 1979 attracting a variety of artists and musicians. From Sister Audrey, Mikey Dread, Ruts DC, Plato Banton, Macka B, Merger, Jimmy Lindsay, Desmond Decker, Matumbi, Reggae Regulars, they all recorded through the custom built mixing desk that was favored by sound system giants Moa Ambessa, Jan Shaka, Coxsone, Aba Shanti, Wassifa and many more.

After producing many hit songs in the eighties, Country Living by Sandra Cross, True Born African by U Roy and Sister Audrey, If I gave my heart to you by John Mclean, Black Pride by Kofi, Got to find a way by Lorna G, and many more.

Mad Professor won Best Reggae Producer award for seven successive years, he also started to experiment with several mainstream acts, providing re-mix production duties for Massive Attack, The Orb, Sade, Jamariquai, Rancid and many more.

Professor then developed the Live Electronic Dub Show, becoming the first engineer to mix live from the stage, sometimes with tapes, or musicians, very often with artists from the Ariwa label, from Aisha to Lee Scratch Perry.

Mad Professor is also credited as being responsible for the transition of Lee Perry, from the eccentric Upsetter, into one of the top reggae performers of the 21st century.

Having developed the Ariwa studios into a state of the art multi room facility, this iconic label is one of the most successful black owned businesses in the UK, and certainly one of the most diverse music labels in the world! With a catalogue of more than 300 titles, Ariwa still manufacture vinyl, CDs, and is constantly uploading back catalogue and new releases to its digital distribution.

### **Ariwa facts:**

Reggae, Dub, Lovers Rock.

Ariwa a Yoruba word meaning communication

Ariwa is the largest Caribbean owned recording facility.

Ariwa is actively involved in the Reggae Roundtable, campaigning for more programming of Caribbean Music, on Legal Radio in the UK.

Ariwa has funded the Back to Africa Festival in Gambia.