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Universal Language of Tim Enso

The generation of millenials drives mad sociologists, psychologists, teachers, HR-directors, marketing specialists, filmmakers, fashion designers, writers, in a word –everyone. Everyone is trying to figure out the code and understand what to do with modern young people (and how). At the same time, some argue that modern twenty-thirty-year-old people only want to contemplate the reality, skateboard and theatrically suffer from despair, for "life is paltriness and pain", while others believe that today's youth, on the contrary, is multi-talented, has enviable energy and a thirst for actions. In any case, this is a very uncompromising generation: either philosophical inaction, or revolutions, either the ability to live in the moment here and now, or the tireless work on spacecrafts of the future. The only question is what is enough for a certain young man and how big is the world he lives in...

Today's character of the Persona rubric is Artemiy Reimich, known under the pseudonym Tim Enso (Tim Enso). Tim is a musical producer, DJ, musician, multi-instrumentalist, organizer of large-scale events and a very charismatic young man. Despite a young age (Tim is not yet twenty-three years old), he co-authored with musical producer Andrey Cherniy to create musical compositions for Yulianna Karaulova, Dima Bilan, Pavel Volya, Loc-Dog and other famous artists, was a participant and author of the Bad Players electronic music band (their album "Ready to Fight" took a first position in iTunes Russia), managed to collaborate with the famous Russian rapper Dzhigan as a DJ, touring with him through the cities of Russia and Europe. For the last two years, Artemiy Reimich participated in organization of the largest Russian electronic music festival Alfa Future People. Now Tim Enso is completely focused on producing a new project – Rhannes.



This young man is really one of those who are ready to dive into "space" and do revolutions. He does not hesitate to express and realize his ideas. He runs away from the word "enough" – he always wants more. The world is not a hostile place to him, but a space for experiments and searches. He greedily absorbs new knowledge and immediately strives to apply them in practice. And if he lacks something, it's a fear to go tits up. The ideal millennial Tim Enso will certainly soon become an authoritative person

in the show business area he have chosen, because he does not waste time on "paltriness and pain", and works every moment.

Artem, you are just a multi-talented person: you are a DJ, saxophonist, producer, and an eventor... Which of the many professional occupations do you like more, and why?

I prefer producing. Doing it, I feel maximum creative freedom. I like to invent and immediately realize my ideas, like to be independent, like to manage the processes. Many people think that a producer is an investor or a person who attracts money for the project promotion, and that's where his mission ends. This is not quite right. Producing skill is to create a complete product with great commercial potential. The producer is a person who initiates and organizes, manages the project, coordinates each stage of developing creative material, is responsible for every step and all components of the image, for the values that the artist translates into the world. Musical production is a multi-level process that involves the ability to combine creativity and managerial functions, and it is this complex work that attracts me.



Artemiy was born, grew up, and professionally developed in Moscow. Now a successful producer, a DJ and arranger became addicted to music early: "Five, yes, right, I was five years old when I asked my parents to enroll me to music school," Artem says. "At that time, I chose violin of all the instruments."

That is, apart from saxophone, you also play violin?

Violin, piano and accordion. But saxophone is my favorite instrument.

Do you have special musical education?

Yes, I studied in pop-jazz college in saxophone class and graduated from the producer faculty of the Gnessin State Musical College.

Are you still performing as a musician?

I have my own club show, with which I toured many cities and countries. As part of this show, I perform as a DJ and saxophonist. But at this stage I, of course, mainly focus on producing.

Whom are you producing now?

Now I'm working with a talented musician named Rhannes. To date, we have released an EP-album (extended play record – editor's note), signed several major contracts with world record labels, performed in Amsterdam at the ADE (Amsterdam Dance Event – editor's note), and had several successful collaborations with world famous DJs.



We yet talked a lot with Artem about producing. I was wondering if it was possible to completely abandon the prospect of performing on stage, to be fully engaged in producer work. After all, it's so tempting to be an artist, and it does not matter to play saxophone, to mix music behind a DJ console or to pushily take the second octave's fa. Many would give away the ir all, just to stand on the stage and have their 15 minutes of glory. But Artemiy thinks in a complex way, he sees prospects and can reason about them. He has many ideas and, more importantly, enough confidence and daring to realize them right now. "Besides, I perfectly realize that there are many artists more talented than me around, who literally burn on the stage and create a holiday. I'm more interested in inventing and selling – that's where I think I am better than many," Tim says...

Of course, I do not have any artistic ambitions, but I should ask you, Artem, what qualities do you think are the most demanded today?

Charisma and the ability to represent oneself are more important than exceptional talent today, – Artem replies. – In the West it is called personality: the public demands both your wide voice range, your masterful violin play, and also what kind of person you are, what global or local problems you care about and what you do to solve them. A producer at the casting certainly reviews profiles of all applicants in social networks to find out where do they go, what people do they choose as friends, what values do they considered fundamental, their drawbacks. Of course, if someone has millions of subscribers and nice photos, but is fake in professional terms, no one will continue talking with him. But with equal details, the choice can be made in favor of the applicant with a more active position and more attractive personality.

Is it fair?

Surely! Any artist is a role model. Therefore, both what he does, and what a person is he, is important.

Until recently, they tried to persuade all of us with an axiom that a good person is not a profession, that you can be a quite disgusting person, but if you are a cool professional, you will be forgiven for everything. The new generation sets its own rules – today, what you are is important, not just your high professionalism. Now we are all striving to be harmoniously developed individuals: buy business literature like mad, go to Buddhist temples to be silent for a while and help homeless dogs. And, you know what? Our chances to save this world from a total collapse increase, because we have come (at last!) to the idea that we should begin with ourselves...



Artem, today young people like you are constantly moving in space. The world no longer seems closed and hostile – on the contrary, you all change your geotags in your social networks so easily that borders seem to have ceased to exist, and the continents have again merged into Pangea. Please tell, is it important to you, at which point on the map you are working at a particular moment or you no more notice the differences between cities and countries, because you are quite a bright representative of generation Y in this respect and travel a lot...

I can not stay long in one place. Motion is important for me, both in a direct and in a philosophical sense. I want to be a musician, producer, man independent of geography. I am cramped being within frameworks, formats, the same cities. Music is a universal language, understandable to all people of the world, and I want my music not to be associated with any specific points on the map. Today I'm in Moscow, tomorrow I can be in Berlin, and the day after tomorrow, let's say in London. I do not limit myself. I consider any incoming proposal and any opportunity from "why not?!" position. I am sure that all the amazing things in life happen with those who are ready to risk, experiment, test themselves and this world for strength.

And this is the main thing that you need to know about the generation of millenials: they are ready to test this world for strength. After all, why not, damn it ...

To get acquainted with Artemiy Reimich here:

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