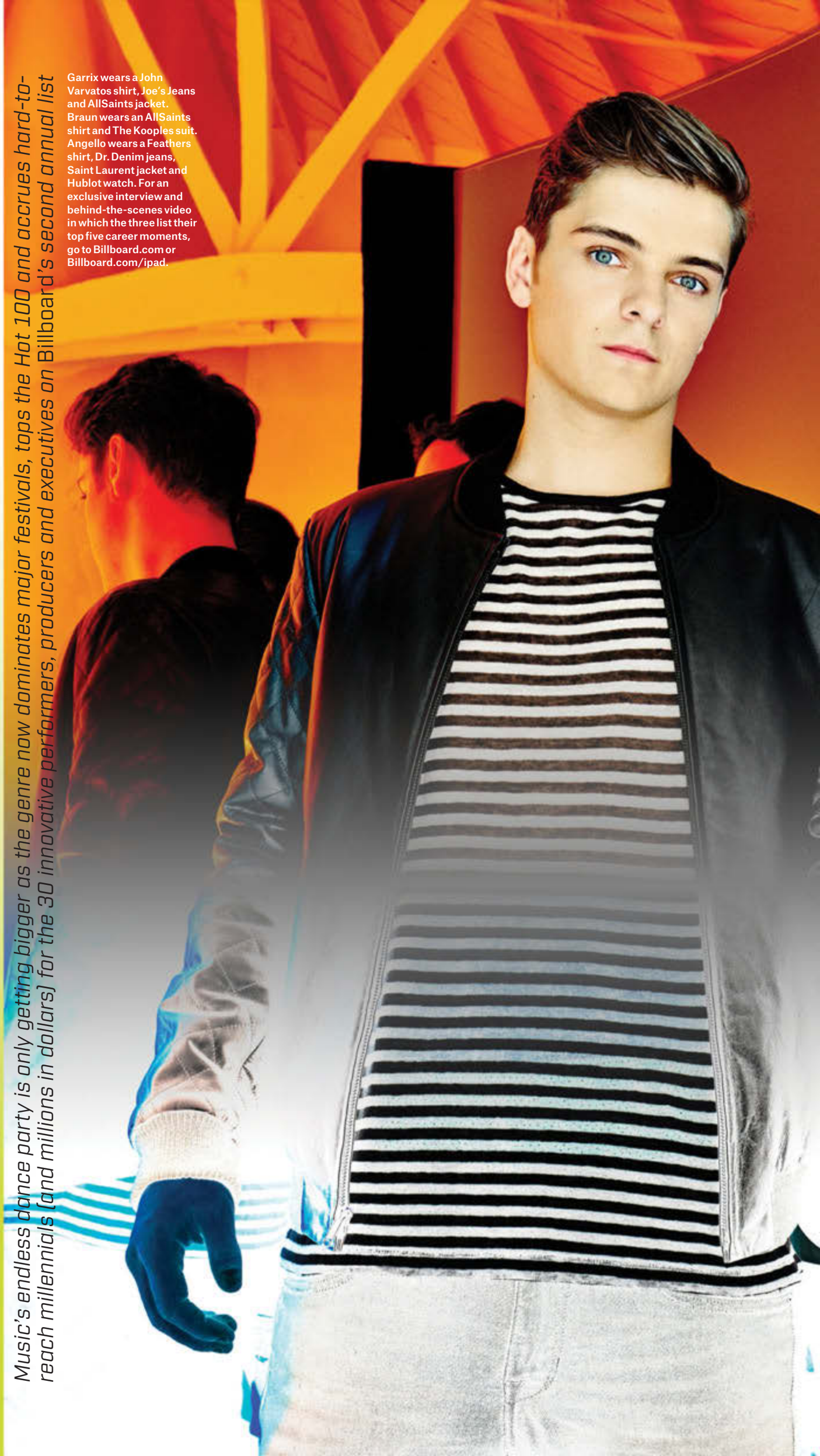


DANCE POWER PLAYERS

Music's endless dance party is only getting bigger as the genre now dominates major festivals, tops the Hot 100 and accrues hard-to-reach millennials (and millions in dollars) for the 30 innovative performers, producers and executives on Billboard's second annual list

Garrix wears a John Varvatos shirt, Joe's Jeans and AllSaints jacket. Braun wears an AllSaints shirt and The Kooples suit. Angello wears a Feathers shirt, Dr. Denim jeans, Saint Laurent jacket and Hublot watch. For an exclusive interview and behind-the-scenes video in which the three list their top five career moments, go to Billboard.com or Billboard.com/ipad.





THE NEXT FRONTIER

Martin Garrix (Number 20),
Scooter Braun (Number 11) and
Steve Angello (Number 29)

PHOTOGRAPHED BY ERIC RAY DAVIDSON
ON MAY 25 AT SMASHBOX STUDIOS IN CULVER CITY

THE THREE MEN GATHERED THIS SUNNY MEMORIAL Day afternoon on a patio in Los Angeles could not, in some ways, be more different. Steve Angello, 32, rose to fame as one-third of the DJ supergroup Swedish House Mafia. Martin Garrix, 19, achieved viral stardom with “Animals” (now well past half a billion YouTube spins and counting). And Scooter Braun, 33, is the impresario famous for chaperoning the careers of Justin Bieber and Ariana Grande. But Braun, as part of an ambitious foray into the dance-music business, is now also managing Angello and Garrix — and together, the three represent nothing less than a redefinition of success in EDM, emphasizing original music and brand-name, pop-style superstardom. (See also: Bieber hopping onstage at Ultra in March to perform “Where Are U Now,” Skrillex and Diplo’s hit collaboration with him.)

Angello and Garrix, both wearing all black and alternating drags on cigarettes with puffs on an industrial-grade vape device, are cheerful and chatty, excited about their latest projects. For Angello, who left his bandmates Axwell and Sebastian Ingrosso in 2013, that means prepping his debut solo album, *Wild Youth*. Garrix has been cranking out a slew of fresh music, including tracks with Usher, Tiesto and Ed Sheeran. EDM “was becoming so big I really couldn’t ignore it,” says Braun, who compares Bieber’s move into dance to nothing less than Bob Dylan’s career reinventions. “I get instant respect because of who [Angello and Garrix] are. One is a legend and the other is one of the fastest-rising stars in the genre.”

Scooter, how did you connect with Garrix?

Scooter Braun One of the guys who works for me, Mike George, met Martin when he was DJ’ing at a party. At first I was like, “Ugh, a teenager? People are going to come at me because I’m known for