

DEADMAU5

In this world of ever evolving genres, sounds and trends, the word phenomenon is rarely if ever used, unless of course you are the hottest talent in the world of electronic music and your name is Deadmau5.

It's hard to put your finger on exactly why this has all happened so fast. The simple answer would be behind the music; a sound that's hard to describe, and one that transcends various genres of music, flirting with techno and minimal whilst hinting at tech house, trance and electro.

A glance at the names that support his sound can justify this. Sasha, John Digweed, Pete Tong, Tiesto, Carl Cox, Dubfire, Eric Prydz, David Guetta, Sander Kleinenberg, Erick Morillo, Laurent Garnier – the list goes on and on.

But with Deadmau5 it goes a lot deeper than just the music.

There is the concept of his new live show that has recently been incorporated into his sets across the globe. Operating off a laptop with a Lemur, Anomaly and visual effects, this full live stage show is set to change the face of live dj performances as we know it.

And there is the tailor made giant Mau5head complete with powerful strobe lighting eyes. This mind blowing piece of costume is worn to maximum effect during his live shows; yet another addition to the ever increasing aura that surrounds this unique young artist.

And then there is the music....

In less than a year, the Canadian based whiz kid has gone from near obscurity to receiving the accolade of Producer Of The Year; beating various supremos to the top spot, whilst becoming the number one selling artist on Beatport and the most in demand producer on the face of the planet.

'Not Exactly' and 'Faxing Berlin' have amassed over 30,000 sales between them on Beatport alone, with the former hitting the top spot for six weeks. It still retains its status at the biggest ever selling release on the site whilst his productions have hit the Beaport number one on no less than 12 occasions.

His tracks are some of the most powerful and innovative sounds of recent years, with Radio 1 and every other major radio station around the world from Rome to Rio play listing his productions in both their specialist and peak time shows, whilst daily demand for remix projects continues to grow from the biggest labels in the industry.

In every sense of the word, the past year has been nothing short of phenomenal for Deadmau5.

2008 is set to be even bigger.