

FROM THE VERY BEGINNING, THE REALMS OF SOUND AND MUSIC WERE AN INCURABLE FASCINATION FOR AVRAM.

"I REMEMBER BEING AT MY GRANDMOTHER'S HOUSE WITH MY UNCLE, WHO WAS A TEENAGER AT THE TIME (THE YEAR WAS 1996-1997), AND HE USED TO WATCH A LOT OF VIVA, VH1, MTV, AND OTHER MUSIC CHANNELS." "I REMEMBER BEING A LITTLE SCARED BY THE PRODIGY-FIRESTRATER MUSIC VIDEO, BUT THE TRACK ITSELF DEEPLY INFLUENCED ME IN TERMS OF ELECTRONIC MUSIC."

BORN IN THE ROMAN, NEAMT COUNTY, IN 1990, WITH THIS SONIC INSPIRATION FROM HIS EARLY YOUTH SOLIDLY FUSING THE SPARK THAT WOULD PAVE HIS ROAD AHEAD, MUSIC BEGAN TO TAKE SHAPE AS IDEAS, AND MAKE SENSE AS A DIRECTION IN AVRAM'S HEAD AS HE GREW OLDER. HIS FOLLOWING YEARS WERE SPENT AVIDLY DIGGING FOR MUSIC, CAREFULLY SELECTING TRACKS AND COLLECTING THEM FOR PERSONAL EXPERIMENTATION. FROM TRIP-HOP TO HIP-HOP, TO DRUM & BASS AND DUBSTEP, IDM, EXPERIMENTAL AND BREAKS, AVRAM'S JOURNEY OF MUSICAL DISCOVERY LEFT NO STONE UNTURNED, TAKING TIME TO APPRECIATE AND LEARN FROM ELEMENTS OF ALL OF THEM, (A CHARACTERISTIC TO WHICH HIS LIMITLESSLY ECLECTIC AND PRISTINE SKILLS AS A PRODUCER TODAY IS UNDOUBTEDLY OWED), THE GENRES THAT CAPTURED HIS INTRIGUE SOON BECAME MORE EXCLUSIVE AND UNDERGROUND.

RECALLING THE MEMORY OF THE RISE OF THE INTERNET ERA, PARTICULARLY THE ARRIVAL OF YOUTUBE, AVRAM DESCRIBES HOW ALL OF HIS CHILDHOOD MUSICAL MEMORIES THEN BEGAN TO EMERGE, IDENTIFYING MOST GENRES AND STYLES FROM BACK IN THE DAY—IN HIS CASE, THE 1990S. HE BEGAN TO LEARN ABOUT RAVE CULTURE AND HISTORY IN THE UK AND EUROPE THROUGH DOCUMENTARIES AND BIOFILMS ABOUT ARTISTS AND MUSICAL ENDEAVOURS. THIS WAS A POWERFUL CATALYST FOR THE JOURNEY ON WHICH THIS ARTIST WAS ABOUT TO EMBARK...



AVRAM

// AVRAM //

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AVRAM BEGAN THROWING HIS OWN PARTIES IN HIS HOMETOWN IN ROMANIA, WITH HIS METICULOUSLY SELECTED COLLECTION OF MUSIC FROM OVER THE YEARS, HOWEVER LACKING THE DJ ABILITIES AT THAT TIME, HE RELIED ON FRIENDS WHO COULD PLAY TO PERFORM, USING HIS COLLECTION. THE GATHERINGS AVRAM CURATED BECAME A MONTHLY OCCURRENCE AND GAINED NOTORIETY THROUGHOUT THE COMMUNITY. AS THE YEARS PASSED BY, AND THE TIME CAME TO BEGIN HIS STUDIES AT UNIVERSITY, AVRAM BEGAN TO ATTEND LARGER AND MORE SELECTIVE EVENTS FEATURING MORE WIDELY KNOWN PERFORMERS, BUT ONE IN PARTICULAR, WAS THAT WHICH CHANGED EVERYTHING FOR HIM.

AVRAM'S FIRST VISIT TO SUNWAVES (SW6) TRANSFORMED HIS ENTIRE PERSPECTIVE ON MUSIC, AND SOUND. PROFOUNDLY INSPIRED BY MUSICIANS HE ENCOUNTERED DURING THIS EXPERIENCE SUCH AS MARK HOULE, MAGDA, RICARDO VILLALOBOS, RPR SOUNDSYSTEM, AND OTHERS, HE DECIDED TO DIVE DEEP INTO LEARNING HOW TO PRODUCE MUSIC. INEVITABLY, BEING A FEARLESSLY DRIVEN INDIVIDUAL POSSESSING BOUNDLESS LEVELS OF DETERMINATION, IT WASN'T LONG BEFORE AVRAM EMERGED WITH HIS OWN, DISTINCTIVE SOUND, ONE WHICH SOON CAPTURED THE EARS OF THE INDUSTRY.

AVRAM'S FIRST DIGITAL EP WAS SOON RELEASED ON TECHZONE, A RECORD LABEL HE WAS ENCOURAGED TO JOIN BY LIKE-MINDED INDIVIDUALS (KOLEGU AND VLADN), WHO SHARED HIS PASSION AND DESIRE FOR MUSIC. AS THE YEARS WENT BY, HIS EXPERIENCE, DEDICATION, AND EXPERTISE ACCUMULATED TO GREAT HEIGHTS, EARNING HIM THE OPPORTUNITIES TO SHARE THE DECKS WITH LOCAL ARTISTS LIKE DIFERIT, ALEX RUSU, DUDESCU, RAZVAN STEFAN, OCTAVE, LIBE, GROOVESH AND MANY MORE, AS WELL AS THE LIKES OF GLOBALLY RENOWNED ARTISTS SUCH AS PRASLEA, MIHAI POL, VID, ADRIANHO, VLAD IOACHIMESCU, SAKDAT & BALAUR, AND TANGENT, TO MENTION JUST A FEW.

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AVRAM HAS OVER THE YEARS PLAYED ACROSS COUNTRIES SUCH AS ROMANIA, ITALY, UK, THE NETHERLANDS AND GERMANY, AND HAS RELEASED DIGITALLY ON THE LIKES OF WELTER REC, ZEBRA REC, MOLDAVIANS, MICRO DIVISION, RADIO MUNCHEEZ, MIRROR MIRROR, TECHZONE, AND TELURIAN, AS WELL AS A CELEBRATED VINYL RELEASE ON SANGUINA RECORDS.

HIS MUSICAL TASTES CONTINUE TO FORM A VASTLY ECLECTIC RANGE, SURROUNDING HIS SIGNATURE DELIVERANCE OF THE FINE-TUNED DUBBY DEEP MINIMAL TECH GROOVE FOR WHICH HE IS WELL KNOWN, HE DELVES SO MUCH DEEPER, INTO ELEMENTS OF SOUNDS FROM ELECTRONICA AND SOUNDSCAPES, TO MOVIE SOUNDTRACKS AND NATURE, HIS 'CLEAR TO SEE' INTIMACY WITH AND UNDERSTANDING OF SOUND AND IT'S POSSIBILITIES FLAWLESSLY MERGE TO CREATE A DELIGHTFULLY UNPREDICTABLE SONIC FUSION THAT CAN METICULOUSLY TRANSFORM THE MOOD AND ENERGIES, DELIVERING A TRULY DISTINGUISHED MUSICAL ADVENTURE, EVERY TIME.

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