

BORN IN PLOIEȘTI, ROMANIA, VLAD IOACHIMESCU'S PASSION FOR MUSIC WAS A FIRE THAT WAS SPARKED AT A YOUNG AGE. SURROUNDED BY MUSIC SINCE BIRTH, HIS FATHER OBSESSIVE OVER ROCK MUSIC, AND A FAMILY SURROUNDING HIM WITH THE CONSTANT SOUNDSCAPE OF QUALITY MUSIC FROM AROUND THE WORLD SINCE HE WAS A CHILD, HIS EARS WERE NEVER FAR FROM THE ADDICTIVE GROWL OF THE SPEAKERS, AND IT SPARKED WITHIN HIM A FORCE NOT TO BE BROKEN...

HIS EARLY YEARS IMMERSSED HIM IN AN IMMENSE FONDNESS FOR HIP-HOP AND RAP MUSIC, DELVING DEEPER INTO THE URBAN WONDERS OF SOUND, HIS INVESTMENT INTO A LIFETIME OF BOLDLY FEARLESS CREATIVITY OF A VERY UNIQUE KIND WAS IMMINENT...

...KEEN TO LEARN MORE ABOUT MUSIC AND DETERMINED WITH A WORLD OF INSPIRATION TO CREATE HIS OWN, HE SET OFF INSTANTLY ON AN INEVITABLY POWERFUL MUSICAL JOURNEY, A STORY WHICH DESPITE HIS FIERCELY IMPRESSIVE SUCCESS TO THIS DAY ALREADY, IS ONLY JUST TRULY BEGINNING...

// VLAD IOACHIMESCU //

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IN HIS LATE TEENS, VLAD STARTED GROWING FOND OF ROMANIAN MINIMAL TECHNO, A 'HOME GROWN' SOUND WHICH HAS HISTORICALLY OVER THE YEARS CATAPULTED ACROSS THE GLOBE, THIS SLOWLY BUT SURELY CAPTURED HIS HEART IN A WAY THAT IT BEGAN A LIFELONG JOURNEY FOR HIM, ONE FOR WHICH HIS LOVE ONLY GREW FONDER, AND FROM HERE HIS TRUE QUEST BEGAN.

VLAD MOVED TO THE UK LATER IN HIS 20'S AND CONTINUED HIS QUEST TO LEARN, DEVELOP AND DISTINGUISH HIS OWN, UNQUESTIONABLY VIVID AND INTRINSIC STYLE, ONE THAT IS COMMONLY DESCRIBED NOWADAYS AS INSTANTLY RECOGNISABLE, IMMERSSED CLEARLY WITH ALL OF THE ENERGY OF HIS PASSION FOR SOUND, WHICH IS SETTING HIS PATH IN STONE FOR AN UNFATHOMABLY EXCITING CAREER AHEAD.

HIS EARLY YEARS OF BEING IMMERSSED IN VARIOUS SOUNDS AND GENRES UNDENIABLY FORMING HIS IMPRESSIVELY BROAD AND CONSISTENT SKILLS AS A PRODUCER, AND HIS OBVIOUS LOVE FOR THE ENERGY HE SHARES WITH THE DANCEFLOOR, INTENSIFYING HIS EVERY PERFORMANCE AS A DJ, TO A FINE ART. (AN EXPERIENCE YOU CAN ONLY TRULY UNDERSTAND WHEN YOU WITNESS HIM IN ACTION, TRUST US, WE'VE BEEN THERE, AND THERES NOTHING QUITE LIKE IT)!



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A RESPECTED PRODUCER, DJ AND LABEL OWNER, VLAD IOACHIMESCU NOW HOLDS A BOLD PERSONA AMONG THE UK UNDERGROUND MUSIC SCENE, WITH YEARS UNDER HIS BELT OF PERSISTENTLY DELIVERING FLAWLESSLY ENERGETIC PERFORMANCES ACROSS THE BOARD, REGARDLESS OF HOW LARGE A CROWD OR INTIMATE THE SETTINGS. VLAD'S EXPANSIVE VERSATILITY IS A KEY FEATURE THAT TAKES CREDIT IN HIS RISE AND SOLID ACCOLADE AMONG THE MOST SOUGHT AFTER NEW ROMANIAN ARTISTS THROUGHOUT THE UK, EARNING HIS COUNTLESS REGULAR APPEARANCES UPON LINE-UPS THROUGHOUT LONDON, MIDLANDS AND THE NORTH, AS WELL AS FURTHER AFIELD.

POSSESSING AN UNDENIABLE NATURAL TALENT AND MAGNETIC STAGE PERSONA, NOT TO MENTION BEING A SERIOUSLY RESPECTED DIGGER, HAVE ALL EARNED HIM GIGS ALONGSIDE SOME OF THE WORLD'S MOST ICONIC DJs, SUCH AS SUCIU, CAP, COSMJN, HERCK & SOMESAN, WHILE ALSO A COUPLE OF SOUNDING NAMES FROM UK SUCH AS BRYZ, PE DANT, TED AMBER, TRIPTIL AND MANY MORE...

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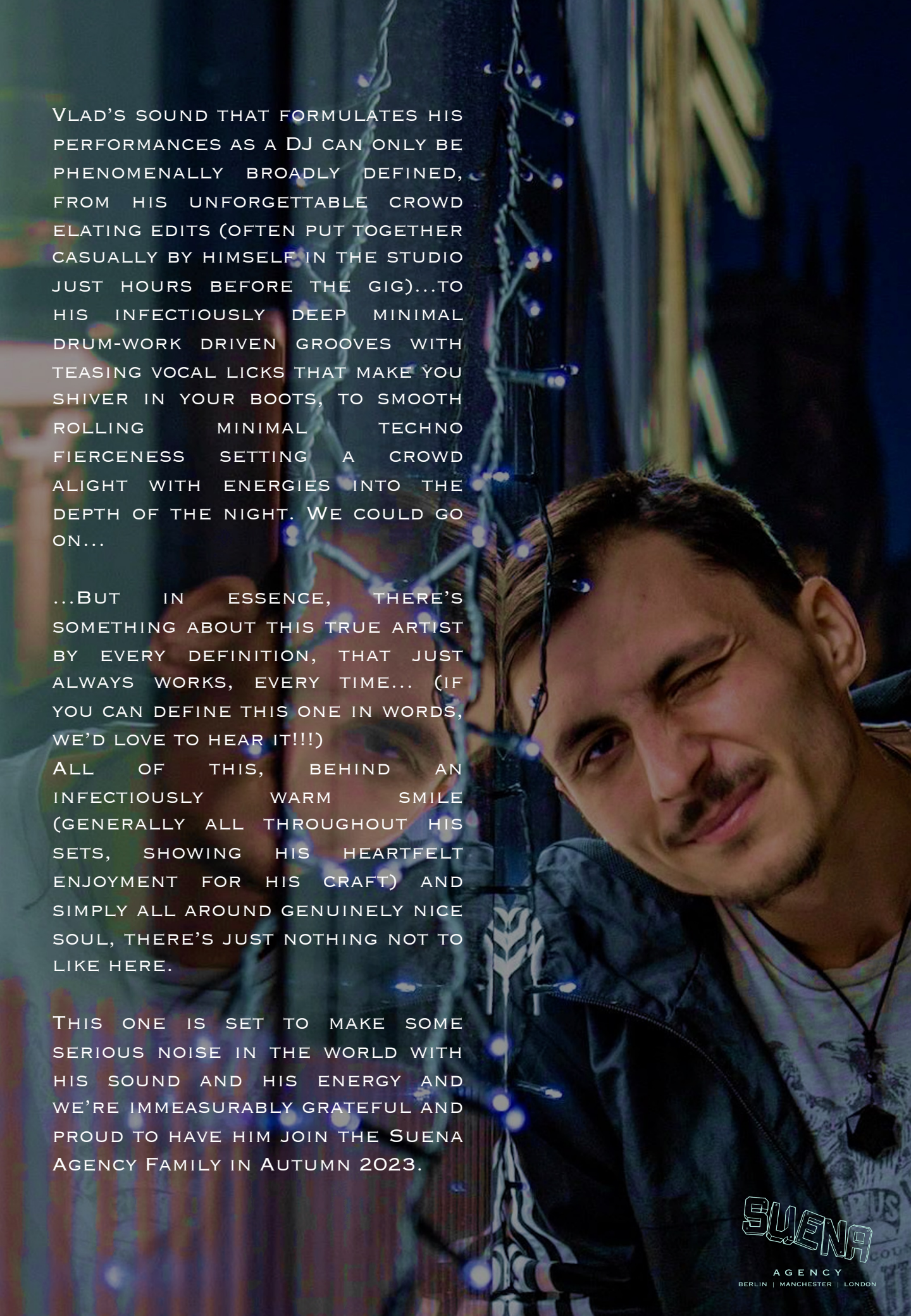
THE UNDEFINABLY UNIQUE AND ADDICTIVE FORMATTING OF HIS SETS, CONSISTENTLY ELEVATING THE CROWD, WITH A SOMEWHAT PLEASANTLY MYSTERIOUS PERFECTION OF UNDERSTANDING WHAT THE DANCEFLOOR NEEDS AT THE EXACT RIGHT TIME, HAS BROUGHT HIM VAST INDUSTRY ATTENTION AND NUMEROUS WORLD CLASS COLLABORATIONS.

VLAD'S MUSICAL BACKGROUND IS DEEPLY ROOTED ON HIP-HOP GROUNDS, HAVING BRED A NOTABLY AND NATIVE AFFINITY FOR RAP, FOLLOWED BY A TRANSFORMATIVE JOURNEY TOWARDS A MORE MINIMALISTIC, ELECTRONIC SOUND.

THE UK'S TECHNO SCENE HAS OVER THE YEARS CLEARLY LEFT ITS FOOTPRINT DEEPLY ON VLAD'S MUSICAL SIGNATURE, WHICH HELPED HIM POLISH HIS PRODUCTIONS AND ELEVATE THE PIECES OF MUSIC HE CREATES. WAVEY SEGMENTS, HYPNOTIC VOCALS, RHYTHMICALLY BALANCED ECHOES AND DRIVING BASSLINES ARE TO BE HEARD FROM VLAD'S CURATIONS AND PERSONAL PRODUCTIONS.

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VLAD'S SOUND THAT FORMULATES HIS PERFORMANCES AS A DJ CAN ONLY BE PHENOMENALLY BROADLY DEFINED, FROM HIS UNFORGETTABLE CROWD ELATING EDITS (OFTEN PUT TOGETHER CASUALLY BY HIMSELF IN THE STUDIO JUST HOURS BEFORE THE GIG)...TO HIS INFECTIOUSLY DEEP MINIMAL DRUM-WORK DRIVEN GROOVES WITH TEASING VOCAL LICKS THAT MAKE YOU SHIVER IN YOUR BOOTS, TO SMOOTH ROLLING MINIMAL TECHNO FIERCENESS SETTING A CROWD ALIGHT WITH ENERGIES INTO THE DEPTH OF THE NIGHT. WE COULD GO ON...

...BUT IN ESSENCE, THERE'S SOMETHING ABOUT THIS TRUE ARTIST BY EVERY DEFINITION, THAT JUST ALWAYS WORKS, EVERY TIME... (IF YOU CAN DEFINE THIS ONE IN WORDS, WE'D LOVE TO HEAR IT!!!)

ALL OF THIS, BEHIND AN INFECTIOUSLY WARM SMILE (GENERALLY ALL THROUGHOUT HIS SETS, SHOWING HIS HEARTFELT ENJOYMENT FOR HIS CRAFT) AND SIMPLY ALL AROUND GENUINELY NICE SOUL, THERE'S JUST NOTHING NOT TO LIKE HERE.

THIS ONE IS SET TO MAKE SOME SERIOUS NOISE IN THE WORLD WITH HIS SOUND AND HIS ENERGY AND WE'RE IMMEASURABLY GRATEFUL AND PROUD TO HAVE HIM JOIN THE SUENA AGENCY FAMILY IN AUTUMN 2023.

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