**IMRAN MANDANI**

**"Don't keep it real, be Ethereal"**

***Chicago based Hip Hop artist, Imran Mandani, introduced on stage by Chicago House music legend for first live performance at the 2013 Midwest DJ Festival.***

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BERWYN, IL - September 8, 2013 – Imran Mandani's first two Hip Hop and Dance tracks “Beneath the Ocean Tide” and “You Should Dance” captured the attention of an Event promoter and 14 year veteran of House music, DJ Keith "Two Sweet" Calderon. The Chicago based Hip Hop artist ironically becomes the main performer for the 2013 Midwest DJ Festival; an event that was mainly reserved for groups of long time Disc Jockeys of House music showcasing record spinning talent. The event was held at Perception Lounge, a nightclub with a bar vibe and a select venue for such musical events. The fest was streamed live on two internet radio stations that play Dance and House music mixes in Chicago; the PB and J Mix Show and Groove Parlor Radio. The event featured special guests such as Tim "Spinnin" Schommer, a legendary Chicago DJ and radio personality from i101 FM and formerly Chicago’s B96, Love FM, and New York’s 105.9 Latino Mix.

Despite not being a DJ, Imran Mandani was welcomed warmly onstage by Chicago House music legend, Curtis McClain, the orotund vocals behind the lyrics to Marshall Jefferson's 1986 House music track "Move your Body”. The song, dubbed the “House Music Anthem” by Jefferson due to its lyrical content “got to have House music all night long”, would inevitably become the genre’s Anthem when the major labels first took note and asked what House music was back in the mid-80s. More importantly, it was the first House music song to use piano and take the House music genre out of its birthplace in Chicago and into worldwide and mainstream attention. With the song being remixed 26 years later by world renowned House music pioneering Italian DJ Benny Benassi in 2012, Curtis McClain’s presence at the Midwest DJ Festival was revered.

After Curtis McClain gave a speech on how House music continues to influence today’s Pop culture and how, “if it wasn’t for all of you DJs, I wouldn’t be up here today”, he introduced Imran Mandani on stage for his first live performance of his two songs.  Curtis even told the audience full of Dance music fans that **"the brother got some hot stuff; he's going to definitely work on you, and please support this brother."** And support the brother they did: applauses, picture taking, and over 200 requests to connect on social media the very next day highlighted the end of Imran’s performance. The audience’s receptiveness and enthusiasm for his performance led smoothly into the festival’s evening DJ sets. The Midwest DJ Festival was an all-day endeavor; it started in the morning and lasted until midnight when the bar resumed its normal late night business operations.

CHICAGO, IL - House music started in the underground clubs of Chicago, Illinois after the abrupt backlash of Disco music in 1979. With Dance music business suffering and radio stations switching to Pop and Rock, Disco began to evolve in the underground scene; the dance clubs. In the early 80s, a Club promoter, Robert Williams, brought in a young DJ from New York, Frankie Knuckles, to play at his new nightclub, The Warehouse. Frankie brought the energy from New York's Disco scene to Chicago. Playing rare underground and classic Disco tracks, The Warehouse became the only place in Chicago where club-goers could hear that kind of music. “House music” got its name from “The Warehouse” nightclub. Eventually, the name was shortened down to “House music”. Due to the fact that Disco was short-lived, there was a limited supply of old tunes and DJs became increasingly creative. Sampling Disco records, the original House sound was to make remixes in the nightclub by blending more than one vinyl record together and looping particular portions of songs. These mixing techniques were later perfected by the WBMX radio station and its DJ crew known as the Hot Mix 5. Their uniqueness stemmed from doing mixes on radio that were typically only heard of in the Chicago nightclub setting.

House music really took shape when DJs added drum machines in the early 80s to compensate for the lack of music. Eventually, House music evolved beyond simply sampling Disco music. During the Electronic revolution, the pioneers of House music experimented with sequencers and other electronic equipment not typically used to make music at the time. Capitalizing on the first wave of House tracks during this period, a man named Larry Sherman founded Trax Records. Trax was the only record pressing plant in Chicago and a dominant record label to release the emerging House sound. Marshall Jefferson, a record producer from Universal Recording Studios in Chicago, worked alongside Sherman to identify and release innovative tracks heard in the underground scene. Furthermore, Trax’s very own Marshall Jefferson helped House music cross the Atlantic with the song “Move your Body”. In just three years, the House music of Chicago won over Dance floors from Manchester to Ibiza, transforming British society and launching the Rave culture. As House music became increasingly popular and continued evolving in the United Kingdom, DJ International, another influential record label with its own catalog of chart topping House tracks, arranged an expedition to bring the Godfathers of House music on tour to the United Kingdom in 1986.

***The success of Imran Mandani’s performance was enough to warrant a future slot on DJ International’s television show and collaboration with Curtis McClain on an upcoming track.***

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