

## Gogo

**Gogo is, unquestionably, one of the most popular and most successful Swiss DJ to date. Whether behind the decks, or as a promoter of cult parties, or as a producer of top tracks. in the Swiss club scene, one name stands out: "Gogo"!**

Gogo the DJ and Promoter/Event Manager

In 1987 the dance music oriented Gogo traded his musical instruments for two turntables and a mixer, and began spinning his first records. His first real experience was at a techno party in 1989, and from then on he pursued just one goal: to become a professional DJ.

The still young techno culture in Zürich was heavily influenced by Gogo. He set up the first Zürich underground techno club Illusion Dance in 1991. Additionally, he organized the Rhythm Overdose parties at Magic Factory, where renowned DJs such as Dimitri from Amsterdam played. Also, Gogo's sound had a strong influence on the legendary techno parties at the Kaufleutensaal.

When hardly anybody was aware of what the term 'progressive music' really meant Gogo made Swiss clubbing history, together with Mas Ricardo and Marc Hürlimann, thanks to his progressive nights at The Roxy. That was in 1993, the first year of the Zürich Street Parade, where only nine small trucks and a handful of crazy people danced through the city centre. Gogo then had his own love mobile, called Illusion Dance. In 1994, Gogo became a resident DJ at the illegal gay club, Labyrinth. Nobody could have dreamed of just what Gogo would be doing for the growing gay scene in Zürich. Like kissing Sleeping Beauty, he helped the whole scene wake up to reality: a scene which has become one of the most important elements of Zürich's club culture. The local gay scene still greatly admires Gogo and his unique sound. Gogo's real breakthrough came during the years 1995/96 when he started his own party sessions: House of Love. The success of these cult events was so enormous that national media like Tages-Anzeiger, Blick, Bolero and even the venerable NZZ (Neue Zürcher Zeitung) rushed to interview him. At the no.1 radio station of Zurich Radio 24 he mixed for 1 ½ year the Friday night Session Sputnik Radio.

2006 Gogo get the opportunity to play in Locarno on the Piazza Grande. 15'000 people a massive stage and excellent crowd. He was the supporting act for Depeche Mode!

Other countries began calling...

After having attained enormous success at home the time soon came for Gogo to prove his talent beyond the Swiss borders, and the story of his success soon became an international one. He played with Tony Humphries in Naples, Italy in 1996 and he rocked Pacha in Ibiza, being the first Swiss DJ ever to play there. He soon appeared at Amnesia and El Divino and also at the world-famous Manumission at Privilege. Now there are few famous clubs where DJ Gogo hasn't appeared behind the decks. He brings people from all over the world to new levels of excitement with his outstanding style and he's even carried his sound to China, where he has been warmly welcomed ever since. On the first DJ World Day ever Gogo rocked the crowd at the Dutch Club O with an excellent set, only to be followed by none other than DJ John Digweed himself. End of the summer 2002/03/04/ Gogo played at the most expected party of the island Ibiza, at the closing party of Space.

Gogo the Producer

At the same time as his House of Love parties caught the dancing public's imagination, Gogo's career as a music producer began. The Dutch label Cyber Records contracted him as one of their main producers and - after only four weeks in production? His first album "Fairytale", featuring nine self-produced tracks, was released. This was a big first for a Swiss DJ. Since then Gogo has published more than twenty tracks, which the UK's well-respected DJ Magazine described as being amongst 'the deepest tracks ever'. an attribute which doesn't need any more explanation.

DJ colleagues clearly recognize DJ Gogo's talent. That's why Nick Warren used two of Gogo's tracks for his Global Underground CD Vol. 8. The consequences were quick to follow. In 1999, Gogo licensed tracks to the famous English label Hooj Choons, resulting in the Cyber EP. His track "Anjuna", released in August 2000, went straight to the top of the underground hit list. John Digweed and Anthony Pappa placed it in their Top Ten rankings at number two, and Nick Warren selected the track for his follow-up Global Underground CD. Three months later John Digweed followed suit and selected "Adyssa" for his latest Global Underground CD. The club remix of "Adyssa" can also be found on the "Space Ibiza Dance 2001" CD compilation. Gogo's most recent production, "Sayna" (on Cyber), is featured on the React CD mixed by Anthony Pappa. End of January 2003 the first release of Musiq Records appears. Dj Gogo launches his own record label wich is managed by 3beat Label Management in the UK. At the same time he produced a remix for Satoshi Tomiies SAW Recordings.

## Club Q

In March 2001, DJ Gogo and his partners made a dream come true: they took over the former Matrix club in Zürich and re-opened it as Club Q. Today Club Q is setting new standards with three dancefloors, top international DJ line-ups and exciting special events. DJs such as Richie Hawtin, John Digweed, Carl Cox, Masters at Work, Deep Dish, Eric Prydz, Tony Humphries, David Morales, Erick Morillo, Junior Vasquez, Steve Lawler, 2manydjs, Timo Maas, Claudio Coccoluto, Roger Sanchez, Danny Howells, Lee Burridge, Layo & Bushwaka!, Mr. C and Satoshi Tomiie have already appeared at Club Q, and they love coming back.

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