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Avicii [Biography:English]

Avicii had only been producing a few months when his friends noticed that the productions were amazingly professional and that they had just witnessed a great talent being born. Avicii started out with doing a remix of the theme music for the Commodore 64 game 'Lazy Jones', but decided to drop it as it inspired him to make his own 'Lazy Lace' - released almost immediately on Strike Recordings.

Avicii was instantly fascinated with producing and spent many hours in his home studio creating one fresh tune after the next. Avicii never tried to get caught up in a specific subgenre of house, but wanted to keep the productions up to date and innovative. His music is inspired by the likes of Laidback Luke, Steve Angello and Tocadisco, but also Daft Punk, Eric Prydz and that of Axwell. In April 2008, Avicii released the first big track, 'Manman', on Pete Tong's Bedroom Bedlam label after winning the Pete Tong Fast Trax. Avicii received an astonishing 70% of the votes and after the release and were contacted by numerous labels, promoters and booking agencies from all over the globe. Even Laidback Luke mentioned Avicii on his Myspace website saying: "[Avicii], by winning this competition, left many contesters behind in their dust. / So a big CONGRATULATIONS to these brilliant DJs for winning the contest and all the luck with their future careers!"

What Avicii wants is to create music for people to listen to and come to love, whether it be at home or in a dark nightclub. Avicii puts great emphasis on melodies in his productions and wants to appeal to fans of many different house music genres. Avicii signed on to At Night Management in May 2008 and within a month the buzz around them spread noticeably and they were recognized on labels such as Joia Records, Vicious Grooves and Ministry of Sound, just to name a few. Within two years, At Night pushed Avicii to being a top name internationally with releases on the world's most respected labels, big and small, as well as creating an undisputably fresh star the music industry at an incredibly young age still.

Avicii is currently appearing on selected venues on his world tours but otherwise locked up in the studio, always experimenting with new sounds in order to bring out original cool tracks and to grow as producers.

More recently, the 20 year old producer has been VERY busy in the studio. With his first single (Sound of Now) and follow up EP (Muja/Record Breaker) off the shelf in the first year, together with remixes for D.O.N.S., Bob Sinclar, Roger Sanchez, as well as Erick Morillo, Little Boots, Paul Thomas, David Guetta, Toni Braxton, Robyn, Tiësto, Armin van Buuren and Tim Berg - just to mention a few. Among more of his own releases, Avicii broke ground in 2009 with his third release and original track Ryù, which was charted two weeks before release on Pete Tong's Essential Mix. One week later it was 'This Week's Essential New Tune' while at the same time the "track of the week" on Tiesto's Club Life (Episode 113). The track hit Beatport Top 20 in worldwide sales almost instantly and has been on Top 30 for over 4 weeks.

Avicii stands for killer melodies combined with his own high-energy style productions bringing a new sound to the scene. Avicii truly is the Sound of Now.

Recent success:

In the fall of 2009, Avicii's tracks and remixes has become standard cd-case material among many of the world's greatest DJ's such as David Guetta, Tiësto, Eric Morillo, Roger Sanchez, Laidback Luke, Bob Sinclar, Tom Novy, Dirty South, Axwell, Sebastian Ingrosso, Joachim Garraud, and Dirty South to mention a few. All of who have openly expressed their full support for this young producer.

Avicii's track 'Ryù' was New Essential Tune on BBC1's Pete Tong show in April 2009.

Avicii was named Breakthrough producer/DJ of 2009 in, among other polls (Cuepoint.TV and the French magazine OnlyForDJ's), DJ Mag's Top100 issue by none other than Tiësto, Laidback Luke and Dirty South. More recently, Avicii's work has included remixes for Tiësto, Bob Sinclar, Alex Gaudino, Dizzee Rascal, Sophie Ellis Baxter, Little Boots and David Guetta.

Furthermore, Avicii reached the number one spot with his remix of Tim Berg's 'Bromance' on April 16, 2010, only two days after release. The next Beatport number one came merely one month later - with 'My Feelings For You' hitting the top spot a week after it's release and staying there for 5 full weeks. Upcoming collaborations with big names such as John Dahlbäck, Tiësto and Sebastian Ingrosso, to name a few, suggest that this young talent is taking the right steps to reach superstardom within the next couple of years.

Current travels:

Avicii is on his current first World Tour stretching through the year of 2010.

Press coverage (France):

Avicii did a big interview where he was named "The Swedish Future" (as a replacement of Swedish House Mafia) in the May 2009 issue of French DJ magazine "Only For DJs". He was voted breakthrough DJ/Producer of 2009 and fourth best overall producer in the same magazine (January 2010). In the 2009 poll of DJ Mag Top100 DJs he was named breakthrough DJ/Producer by Tiësto, Laidback Luke and Dirty South and is currently well on his way of gaining a position on the DJ Mag 2010 Top100 poll himself.

Industry support:

Still at the beginning of his career, Avicii has already been honored in support by the likes Tiësto, Roger Sanchez, Pete Tong, Laidback Luke, Dirty South, Axwell, Sebastian Ingrosso, Steve Angello, EDX, Eric Morillo, David Guetta, Joachim Garraud, Kaskade, Chris Lake and Greg Cerrone among many other heavy names in the industry.