

DJ Ricardo!

TRIBAL, ELECTRO HOUSE
ULTRA RECORDS



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Biography



DJ Ricardo!

"MUSIC! It is the vehicle that drives my life."

Superstar DJ Ricardo! has distinguished himself as a DJ whose every mix demands a dance. He has headlined New York mega-houses Pacha, Crobar, Element, Splash, Avalon and Spirit and was a resident DJ at New York's Stonewall. He was also the official DJ on WKTU-FM's NYC gay pride float last year. Ricardo! excels in bringing the beats that both men and women, gay and straight want to hear, to his dance floors.

His current position as the International Sales & Promotions Manager at Ultra Records has given him the experience to become an emerging force in dance music. He's been at Ultra Records since 2001. Ultra Records is the biggest selling dance label in the United States.

Previously he was the promotional director of the now defunct Twilo nightclub (in New York City), was a buyer for Satellite Records and also hosted a myriad of successful nightclub theme parties and rave events. He choreographed several modern dances and performed ballet while in college where he studied dance and theater.

Ricardo's career took off to the next level, in 2006, upon the release of his second commercially released mixed CD. The first Out. Anthems CD compilation was a phenomenon and was the #2 downloaded dance album on i-Tunes for three consecutive months in 2006.

DJ Ricardo! has received extensive press and exposure from various media, including Pulp Magazine cover, and features in Instinct, HX, Boi, DNA, AO, Fab, About, Metro Weekly, etc., plus WKTU-FM, Sirius Radio, AOL and so much more.

Always at the forefront and establishing new trends in dance music sounds heard around the world, Ricardo! defines what will become the next new gay anthem. *"The Bodyrox track always gets a huge response on the dance floor,"* said Ricardo!. *"With its rock and roll attitude, it is probably what best describes the new gay anthem. It's what I call the new sound of gay parties. It's electro with a rock edge and it's been all the rage at clubs lately - it can almost be considered pop music."*

From electro to techno, diva house to progressive and back again

Music pumps through DJ Ricardo's blood. *"It's a part of every aspect of my life; everything I do is music. I listen to music; I wake up to music; I work in music. I grew up with a radio in every room – even the bathroom."*

Influences include Pink Floyd, Depeche Mode, Madonna, Jim Morrison, Deee-lite, Kurt Cobain, John Lennon, Tori Amos, plus the dance music sounds of Chus & Ceballos, Danny Tenaglia, Victor Calderone, Paul Van Dyk, Richie Hawtin, Tony Moran, Moby and Sasha, just to name a few.

He's not afraid to mix it up. Fearlessly playing what he knows will bring life to a crowd, he flawlessly blends elements of his favorite genres: tribal house, "deep progressive high-heeled c*nt house", "deep tissue trance", "super-diva drama house", "chase-you-around-in-a-forest-with-a-knife techno", electro, breaks and disco classics.

2007 marks the sequel to success with the highly anticipated release of Out. Anthems 2 mixed by DJ Ricardo! Once again, it will feature hard-pounding records currently rocking gay clubs around the world. National promotion and support provided by an extensive marketing campaign, including prominent exposure at Pride events across the country. DJ Ricardo! will be touring nationally through the summer; playing many release parties in conjunction with Gay Pride events.

"Music keeps me from being insane." This is DJ Ricardo!. The DJ making the waves.