

Project Sample: Bio for a local DJ

Parameters: Describe client's style, background, and future plans

Audience: Web readers; dance fans



DJ MissDefy may be new to Portland, but she's no stranger to electronic dance culture. This Oregon native just returned to the Northwest after living in LA for the past five years, where she first discovered underground raves and dance parties. She was hooked by the beats and the atmosphere, and began partying and seeking out new music and new venues whenever she had the chance. She learned the scene by living the scene, and now she's on the other side of the turntables, ready to bring her soulful, funky, eminently danceable House to the clubs and raves of Portland.

MissDefy is appropriately named; she defies conventions like playlists, instead vibing off the crowd and mixing the music that feels right for the moment. This style ties into her way of looking at parties: "It's not just the DJ, it's not just the dancers," she says. "Everyone collaborates to make it a great party, and a great night." Taking that approach even further, DJ MissDefy's primary goal once she gets established is to collaborate with other DJs, with venues and event organizers, and with House and Electronica fans to help the Portland dance scene explode. She even has her own event company, Elicit Events, so she can take the party wherever and whenever it's needed.

Getting established won't take long for DJ MissDefy, at her current rate. She set up shop in January of '06, and had her first gig by April. She's manned the turntables at clubs like Pala and at underground raves like Funk Me III and Autumnal Equinox, and has DJed at events organized by Amnesty International and the Candlelighter Association. Her fresh sounds and chill rhythms quickly made her a favorite with the local crowd, and this fall she's booked into November with several events per week. She has put out two albums: Sumatra Blend, which focuses on chill, loungey House, and What If, a collection that begins with deep House then progresses into a hard Bad Boy Bill-style sound.

A graduate of Spun Academy in Portland, DJ MissDefy lists Felix the House Cat, Doc Martin, Bad Boy Bill, and Mark Farina as her major influences. But don't try to figure out what she sounds like by comparing her to others; head to Supernatural, the first Elicit Events party on Friday, January 9th, and hear her for yourself!

For more information, go to <http://www.@@@.com>.

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