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musik



Gavin Herlihy

“Okay No Disco”

Paradigma Musik (paradigma 008)

A: Okay No Disco

B: Sink Or Swim

Format: **Vinyl 12”**

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Distribution: **Kompakt Köln**

Fon: +49 (0) 221 949 950

www.kompakt-net.de

info sheet 008

Irish of origin, Londoner of adoption and now settled in Berlin, the dj, producer and sometime music journalist Gavin Herlihy makes his debut release for Paradigma Musik. After the success of his debut “Machine Ate My Homework” on Mood Music and the excellent reception by DJs and press alike of his recent EP on Get Physical offshoot Kindisch (the Luciano/Loco Dice/DJ T championed “Opium Haze”), we now launch the “Okay No Disco EP”. It is a maxi in which Gavin shows us again, that today, when the end of the minimal age is predicted, he collages house and techno into his own sound.

With Okay No Disco, Herlihy creates a peak time slice of tech house built around dancefloor driving moments that alternate between marching snares and club rocking hoover style synths all tied together by a hypnotic arpeggiating hook. It’s addictive melodies take a change of rhythm in the third minute, before dropping into the original melody that echoes the trance of the mid 1990s before the genre was ruined by superclubs and superclub DJ egos. It’s a perfect compliment to the Paradigma melodic sound set in stone another one of our core producers, Henry Saiz.

“Sink Or Swim” provides the flipside release but is by no means just another filler B Side. Built around a nagging melody that evolves throughout the track it’s rolling snare propelled beats echo shades of classic techno rhythms like Minimalman’s ‘Make A Move.’ The hook is a return to the driving techno approach taken by Machine Ate My Homework that erupts into a series of peaktime moments in which the signature melody stamps its mark indelibly on your brain. Both tracks are surefire contenders to rock both Miami and Sonar festivals so miss them at your peril.. Is it true that minimal is dead? Whose to say. What we can assure you is that Paradigma and Herlihy are helping write the next chapter for underground dance music.

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www.paradigmamusik.com