

Omid 16B Biography

I love music how it can make our emotions flow; how it can change the way we think; the way we love; the way we express ourselves. – Omid 16B

Some DJs and producers have their finger on the pulse – Omid 16B is the pulse. Music runs through his veins – DJ Mag

Omid Nourizadeh also known as Omid 16B, is a DJ whose passion for cutting edge electronic music is unrivalled. As a DJ and producer, songwriter, musician and label boss, Omid has forged a unique and prolific career as one of the world's most talented and respected musicians and producers.

He's much regarded as one of the leaders who pioneered the tech house movement back in the early nineties, alongside the likes of Carl Craig, Vince Watson, Craig Richards, Mr C, Steve Bug and Francois K .

Growing up in London, with Persian roots, Omid was influenced by the likes of Jimi Hendrix, The Cure, Depeche Mode, RIDE and The Mission. Throughout his teens he became an accomplished musician playing a list of instruments while attending Richmond College and utilising the music rooms at any given chance.

“I was supposed to be studying but always missed a lesson or two if the music rooms were free”

Omid played his first gig in his home town Putney at the age of sixteen (Vocals/ Guitar), performing with his own band “The Reunion” which continued to play the pub circuit in London for a further two years.

In the Early nineties the ‘Acid House Movement’ was turning heads, as was Omid’s enthusiasm to learn more about production and the independence to express one’s self without compromise. Gradually Omid’s tastes became increasingly more electronic based rather than indie rock. In 1994, he made the pivotal step of setting up his deep-house label Alola Records, followed by his tech-house driven Disclosure imprint in 1995 and later down the road, SexOnWax Recordings in 2002.

With an impressive discography of singles, LPs and compilation albums released on his own imprints, as well as signed to the likes of Eye Q, Hooj Choons, Stomp/EQ, Yoshitoshi, Ministry Of Sound, Tsuba and Bedrock, Omid has maintained the highest quality throughout his prolific career... without any commercial compromise.

Known to produce under a number of pseudonyms including Phaser, 16B, Pre 4, OTC, Changing Shape, Sixteen Souls, £16 Million Dollar Man and Omid 16B, Omid started a new wave of influential releases as 16B which saw his early breakthroughs; the underground hit ‘Trail of Dreams’ on StrongHouse, the critically acclaimed ‘Secrets’ on Alola and his debut album ‘Sounds From Another Room’ signed by

Ben Bodie to Sven Vath's EyeQ records and released in 1998. The huge impact of 'Water Ride' saw 16B reaching to a wider audience, which was performed live on television for Channel 4 in the UK and was included on this debut album, with further singles "Black Hole" and "Falling" bringing in remixes from the likes of legends like Andrew Weatherall, Stacey Pullen and Deep Dish (Dubfire & Sharam).

It was also around the same period when Omid's more diverse ORN moniker released 'Snow' first on Alola and now to be re-released on SexOnWax. It was quickly snapped up by James Barton head of A&R at BMG Deconstruction whilst it was still selling on Alola. With a new mix of "Snow" added by Omid himself, Deconstruction turned it into a national hit and marked Omid's first major label breakthrough around 1999. Further LPs followed for Glasgow's "Under The Counter" label as £10.42 Million Dollar Man in 2000 with Killer Tech House Bombs like "Serieusex" and "Pink Yo Black" released as singles, with the second 16B album shortly after titled 'How To Live 100 Years' with UK leaders Hooj Choons in 2002. It was tracks like "InBetween Your Choice" which also put focus on this album and created another impact on the scene. With the collection of singles released from "How To Live 100 Years", Omid also included the underground fave "The Game" (originally on Disclosure 1997) with a new set of remixes, another single being the garage style groover "Doubt" was also taken from the album. Omid achieved further success with his "Escape" track where Richard

Morel's collaboration on the vocals led to the hit single 'Escape (Driving to Heaven)', which to this day is regarded as one of the most unique and influential tracks of our time. In this time Omid remixed Morel's "True" which resurrected the acid house vibe yet again, getting massive support from the likes of sasha and DeepDish whilst his remixes of Creamer and K's "wish you were here" and Steve Lawler's "Rise In" recognised Omid's own unique style as one of the most busiest and influential producers on the planet. More Remixes on "Hooj" included "Future" by "Halo Varga" and "Mysterious People's" "Fly away" on Yoshitoshi whilst playing a major role in starting the label Airtight with Hooj boss Red Jerry. To kick start the label, a set of 16B remixes of Francois K's "Tout Est Bleu" licensed from Wave, then Marshal Jeffersons "Mushrooms" and finally one single and two sublime E.P's by Omid himself under the alias "Changing Shape".(which are to be re released on Alola in 2013).

From a remix perspective, Omid has put his touch to artists such as Lana Del Rey (to be released on Alola), Morel, Natasha Atlas, The Cure, Gus Gus, UNA, Creamer & K, Danny Howells, François Kevorkian, Steve Lawler through to Pete Moss, Groove Armada (previously called Rumpus), Telex and DeepDish. Whether it was remixing Depeche Mode's 'Enjoy the Silence' or Prince's 'Kiss', Omid's bootleg-style assaults have also made him one of the first producers in the field of mashups.

Omid has also earned a reputation as an industry innovator and has always been at the forefront of experimental release strategies for his material. In collaboration with DJ Magazine, he was instrumental in launching 'Face Off' in 2006, one of the first and most successful cover mount CD series and shortly after, a cover mount CD with DJ Mag that featured part of one of his 'Like 3 Ears & 1 Eye' LP in 2007. At the time, this experiment shocked the dance community, but by reaching over 35,000 fans across the UK, it also acted as a unique promotional tool for the album, which was subsequently released digitally on Sexonwax with part two in 2008.

Adding to Omid's stellar production resume in 2010 was the acclaimed 'Sequential EP' series, starting with the hedonistic 'To Run To', the love song 'Same As You' and the 'The Epic' on his SexOnWax label.

Omid's most recent compilation project, 'Sounds Like Alola – Vol.1: Mixed By Omid 16B', showcases what the future holds mixed seamlessly, while providing insight to the label's history, Volume 2 was mixed beautifully by Demi featuring artist on the label NAV, Charles Webster, Vince Watson, DJ Q, MR C, Trevor Loveys, Anthony Teasdale, Kevin Beber and Kevin Mckay. The future instalments of the 'Sounds Like Alola' series will include mixes by Mr C, Amin Edge and Omid 16B due for release in 2013.

As a DJ, Omid maintains an international schedule and tours extensively throughout Europe, the U.S. and Asia. He lays down intelligent and enchanting sets that blend together everything from sublime deep house through to dark, yet soulful, emotive techno. He takes pride in developing the party spirit when the time is right. Omid aims to develop a real connection with the audience throughout his sets. It's this connection that inspires the performance and brings out the best reaction from the dance floor.

2011 and 2012 have been crazy years for Omid. Following the release of another EP on Alola, the "At Night" EP and the double-A-side 'Rain / Passion of Zorro', as well as the follow up 'The Night / Electronics' on John Digweed's Bedrock imprint, Omid maintained a furious touring schedule. From Carl Craig's Planet E stage at Snowbombing, to the MTV festival in Croatia, the SW4 main stage in London, DJmag's 20th anniversary show at Space Ibiza, Bestival and the Space Closing party, Omid has moved marquee dance floors worldwide.

In addition to his solo work as a DJ and producer, Omid has also taken the leading role in developing a successful and creative partnership with Demi and Desyn Masiello, better known as SOS. Over the past few years, Omid has toured the planet with SexOnSubstance, using their unique inimitable DJ shows to promote their critically acclaimed compilations for Stomp/EQ ('The SOS Collective – Balance 013') and Ministry Of Sound ('MOS pres. SOS').

Whilst being the only act to have done a three Hour Radio One Essential mix instead of the usual two hours, SOS held a long-standing residency as a trio at Ministry Of Sound (London) and are widely recognised as one of the most technically gifted and forward-thinking DJ collectives in the world.

While SOS continues to perform at select shows, Omid is once again focusing on his solo work, labels and label artists.

His deep and sublime 'Melodica', released on Alola this past summer 2012, was instantly added to Omid's finest moments. 'Slap' on Sexonwax, which saw Omid bring on friends like Da Billa, Demi, Paolo Mojo and SLP on remix duties, has created much anticipation for what's to come. Whilst Omid has been busy with a new label management deal to set things up for 2013 he has had time for some remixes for new labels like SideWays and GrooveGarden recordings whilst taking on a few more remixes for the likes of Dave Seaman and also Chris gavin all due out on his own aLOLa label later on in 2013.

A new 16B artist album is set for release which has seen Omid spend 6 years in the making and mastering, with singles like the widely anticipated "Double You" and "ON & OFF / On the Outside" only heard at Omid's more recent gigs, being released in June / July 2013 hitting the Beatport top 100.

To celebrate 20 years in the music business, Omid and his Alola label are creating a series of very special events featuring the highest quality DJs, alongside some exceptional label releases, to mark this landmark anniversary in style.

The aLOLa Events musical odyssey has (so far) included a series of special parties with killer line-ups, where Omid 16B has been joined on the decks by his hand-picked crème de la crème of the best quality DJs around: the mighty Mr C, the inimitable Danny Howells and Portugal's legendary DJ Vibe through to G House leader Amine Edge and Mexico's finest Betoko for exceptional all-night sessions. But that's not all – each party has seen additional special guests of the highest calibre, such as: Kevin MacKay, Rob Mello, Demi, Rik Parkinson, Silky, Doran, Alex George and Peeping Tom – all long-standing friends – playing superb DJ sets through the night and helping to create an amazing vibe from start to finish.

Omid is NOW putting the finishing touches to another 'Sounds Like Alola' mix comp to be released in the winter of 2013 with some exclusive material by him self and artists from the camp followed by his new 16B artist album due for release in Early 2014.

With his undeniable ability and impeccable pedigree, considered alongside his impressive discography and esteemed reputation and Charisma, Omid 16B is a formidable talent and a true pioneer on the international dance circuit.