

MATT PROMO

END-OF-SCHOOL parties are usually noted for the destruction of friendships and common room furniture rather than the creation of world-class DJs. But 1986 bucked that trend and a new Deity of the Decks was born.

When some friends needed help staging a school leaving party for 2000 people, Matt Solo - who would later become DJ MATT PROMO - threw together a Party Survival Kit and grabbed the helm. One rebel-rousing party later, his destiny was determined.

Less than three years down the line, he was managing a group of British DJs and forging connections with clubs that still stand strong today. By the early '90s, he was running a London record store, staging his own events and helping others promote theirs.

In 1996, Matt quit the record store and started selling promos direct to the same DJs he'd served over the counter. At the same time he launched the infamous Aural Sex parties - and with them, his own DJ career.

In his first year behind the decks, Promo played at some of the most famous clubs in London, including; Ministry of Sound, The End, Heaven, Turnmills and Hanover Grand. So respected were his skills at the decks and diverse knowledge of music, he was called in to sound check Liverpool's super-club Cream and even London's Fabric before opening night, making him the first person to DJ on the club's legendary system.

It was time to turn his attention overseas and he was soon playing in Europe and America as well as a six week stint in Toronto, Canada. Back on British terra firma, he launched the hugely successful Good Life parties - a combination of "house anthems from yesterday and tomorrow" that broke bar and attendance records. A move towards the darker, more tribal and progressive side of house followed in 2002 and he established the 3D collective with Pedro G of Portugal and Spain's Enrique Soto.

3D went Europe-wide and the trio occupied a monthly slot on Ministry of Sound's internet-based radio station, where they played as guests on the Secret Sessions hosted by Ruanne Emmenes with an online audience of more than seven million.

Spin-off nights were inevitable and in 2003, he launched Battle of the Diamonds: an experimental night in which he, Pedro G and guests battled it out for sonic supremacy whilst only allowed to play three consecutive tracks in a row - keeping the energy level high and the music varied.

By summer 2003, he had completed seven new mixes and tweaked his first album to near completion. That December, he moved to Melbourne, Australia, where he rapidly established his reputation on the club circuit as a DJ and a venue manager.

From Summer 2005 he started training in earnest to attempt breaking the Guinness World Record for the longest DJ (club) session marathon, which stood at 84 hours. At midnight on June 15th 2006 his training had paid off as he concluded his effort reaching a staggering 87 hours continuous DJing. The event took place in a purpose built venue in the heart of Melbourne's Federation Square.

This wasn't the only record PROMO broke for marathon sessions. On a slightly more modest note; he played the longest live set on Kiss FM - also in Melbourne, Australia - clocking up over 7 1/2 hours continuous live play on the station. Kiss was a regular haunt for him whilst in Melbourne playing the breakfast show weekly; as well as guest spots on the club lunch and evening shows.

2006 brought new partnerships including; MINDLESS ENTERTAINMENT who now represent him for Australia; and NOISE TV, whose support during the GWR attempt has blossomed into PROMO writing and hosting the dance segments of their show.

Returning to London in 2007, PROMO inevitably found himself behind the decks in no time holding a Sunday residency at CANT STOP WONT STOP at Herbal in Shoreditch (which sadly closed its doors for the last time recently), as well as numerous other appearances. His current projects include SPANGLED LOVE MONKEY at Canal125 in Kings Cross, plus a long overdue return to the studio for production and remixing.

To date, MATT PROMO has played in; Australia, Belgium, Canada, England, France, Greece, Holland, Ireland, Italy, Japan, Lithuania, Portugal, South Africa, Spain and the USA. His style encompasses a broad spectrum of house, including sublime jazzy sounds of Europe and the US, minimal, tech, progressive and tribal.

Here is a brief summary of the last two decades...

- 13 years experience DJing
- 3 ½ years running a London record store
- 1 year running direct to DJ promo service
- Staged / Promoted / DJ'd events all over the world
- Broke the Guinness World Record for the Longest DJ (Club) Session Marathon
- Directed and hosted his own segment of an Australian TV show
- 100's of hours live DJing on radio
- Managed DJs
- Co-managed DJ agency
- Managed and promoted nightclubs
- Produced over 100 tracks
- Recorded over 70 mix cds

- 1986 First event promotion at Paradise Lost for 2000 people
- 1992-6 Managed That Record Shop in London, England
Managed several DJs in London
First release on Nocturna Records
- 1996 Launched Aural Sex parties
Started DJing
- 1997 Launched promotions company Headz Quarterz Limited
DJ'd and promoted around the world
Recorded 2 mixes
- 1998 DJ'd and promoted around the world
- 1999 DJ'd and promoted around the world
DJ'd at the Miami Winter Music Conference
Produced 2 tracks
Recorded 1 mix
- 2000 DJ'd and promoted around the world
Produced 4 tracks
Recorded 7 mixes
- 2001 Launched the Good Life parties
Coordinated global promotions for Swear
DJ'd at the Swear fashion shows in Portugal
DJ'd and promoted around the world
Produced 9 tracks
Recorded 9 mixes
- 2002 Established the 3D collective with Pedro G of Portugal and Spain's Enrique Soto.
Completed his first album "Samurai"
DJ'd and promoted around the world
Produced 5 tracks
Recorded 16 mixes
- 2003 Launched Battle of the Diamonds
DJ'd and promoted around the world
Moved to Australia
Produced 3 tracks
Recorded 9 mixes



- 2004 Operations manager of Two Floors Up in Melbourne, Australia
Launched The Drum Is God! parties
- 2005 Manager of The Bunker in Melbourne, Australia
Launched the Pixelfree parties
Manager of Tilt in Melbourne, Australia
The final The Drum Is God! party
Launched www.mattpromo.com
Started training for the Guinness World Record attempt
Recorded 1 mix
- 2006 Broke the Guinness World Record for the Longest DJ (Club) Session Marathon 87 hours continuous DJing
Longest live set on Kiss FM Melbourne 7.5 hours
Joined Mindless Entertainment
Director and host of the Dance Noise segment of Noise TV
Produced 32 tracks
Produced music for Noise TV
Produced musical piece for Earthdance
Produced new album
Remixed Mark Davis' "Wicked Girl"
Recorded 10 mixes including 4 hour mix for DI.FM
- 2007 Launched Decoded parties
Launched Porno parties
Produced 11 tracks
Recorded 3 mixes
Left Australia and returned to London
Commenced work on new album "Less Than Greater Than"
- 2008 Residency at Cant Stop Wont Stop
Launch of Decoded in London
Recorded 5 mixes
- 2009 Residency at Cant Sop Wont Stop
Produced music for Marocaine Caftans Fashion Show
Launch of Spangled Love Monkey
2 remix projects confirmed
Produced 3 tracks
Recorded 9 mixes
- 2010 Resident at Spangled Love Monkey
Resident at Pure Party Pleasure
Recorded 6 mixes

Forthcoming projects include:

Filming for Dance Noise in Europe
Completion of new album
8 new mixes currently planned
Remix / production work for Indented Records
Launch of Decoded records

