



IRRUPT, The Acclaimed Berlin Upstart, Announces Strategic Los Angeles Partnership With Insomniac Founder Pasquale Rotella and Circle Talent Agency's Kevin Gimble & Steve Gordon

LOS ANGELES, CA - March 23, 2017 – **IRRUPT**, an innovative sound design company that quietly launched in late 2015 out of its European headquarters in Berlin, is honored to announce a new strategic partnership with **Pasquale Rotella**, Founder/CEO of Insomniac, and Circle Talent Agency's Founder **Kevin Gimble** and Co-owner **Steve Gordon**. The three Los Angeles-based music mavericks – who wield global influence throughout the electronic music scene – believe in the people behind IRRUPT and its mission: to respectfully disrupt and challenge popular preconceptions regarding sampling and royalty-free music. To learn more about IRRUPT, please visit irrupt.com.

This new alliance – with team members in Berlin, Denver, and now Los Angeles – will enhance IRRUPT's sonic strategy by expanding its copyright-free content to include premium sounds from a growing number of notable, boundary-pushing North American producers. The support of Rotella and Circle Talent Agency allows IRRUPT to vastly expand its network of producers and electronic musicians, evolve the number of genres currently offered across the IRRUPT catalog and quite simply, offer more inspiring products for creatives.

"In the early days of dance music, it was all about getting behind the decks. Now it's more important than ever to get in the studio and produce original songs," Insomniac's Rotella reflects. "Many producers download low-grade or pirated sound libraries. This will be the first time that sounds of this level of quality and originality will be available; made by some of the most innovative and top-notch artists in the world. I'm excited to see how today's producers will use these tools to take their creativity to the next level."



IRRUPT was founded by **Eloy Lopez** and **Brad Roulier** (two of the original founders of Beatport), **Jay Ahern** (Hard Wax veteran and former Head of Domino Records, Germany), **Christina Duran** (the content operations expert behind Beatport and Digitally Imported), and **Steve Blakley** (the creative mind behind The Firm Graphics). Their collective strength as IRRUPT resides in artist relationships, electronic music curation and production. The aim of IRRUPT is to encourage producers and performers to challenge norms in creativity and expression. “Our royalty-free sound elements are compositional and performance tools, which allow producers and DJs to freely create original works, without artistic limitations or legal complications,” explains IRRUPT CEO Ahern.

Circle Talent Agency Founder Kevin Gimble adds, “We are extremely excited to be in partnership with the great minds that are behind IRRUPT. Sound design historically has been pigeonholed as ‘sample packs’ or ‘recycled loops/effects packs.’ Taking sound design to the next level with original content and IRRUPT’s fresh and exciting vision, is what really drew me to want to be involved here.”

IRRUPT’s exclusive boutique sounds are not mass distributed, and are legally 100% royalty-free to use. These sound collections are created by renowned electronic musicians and producers who are (in)famous in their respective genres and willing to challenge the status quo. The identities of these creators remain anonymous to inspire exploration of the sounds provided as well as unique interpretation and usage. Unclouded by chasing trends, creative mimics, or marketing gimmicks, IRRUPT focuses on premium quality, granular sound elements to inspire producers, performers, and DJs.

“As senior advisors, Pasquale Rotella, Kevin Gimble, and Steve Gordon bring extraordinary perspectives and understanding of the ever-changing global musical landscape,” IRRUPT Founder Eloy Lopez added. “That is one of many reasons the support of these visionary entrepreneurs is invaluable to our growth.”



ABOUT

Pasquale Rotella –

As the CEO and Founder of the world’s largest dance music event production company, Insomniac, Pasquale Rotella is a visionary, philanthropist, film producer, radio personality, and night owl with a relentless and unique outlook on the music industry. Over the last 23 years, Pasquale has produced more than 1,000 festivals, concerts, and club shows with Insomniac, showcasing the most extraordinary live music experiences in the scene. Setting a new global standard for festival culture, he is internationally recognized as a leader in his field and a champion of the festival lifestyle, inspired by its rich history and determined to pen the narrative to its bright future.

www.insomniac.com

Circle Talent Agency –

Circle Talent Agency is one of the leading independent talent agencies in the U.S., dedicated to the growth and development of bands, DJs, and producers, focusing on the longevity of the musician’s careers.

www.circletalentagency.com

IRRUPT –

IRRUPT is a premium sound design and production company based in Denver and Berlin. We create and curate high-quality sound elements for music professionals, studio freaks, boundary-pushing DJs, or any kind of producer that needs expressive, high-quality sound content.

www.irrupt.com



IRRUPT, the story so far...

IRRUPT launched at **Amsterdam Dance Event** in October 2015 supported by passionate industry trailblazers who saw the urgency for authentic sounds, designed specifically for electronic musicians, DJs and performers. This passion extended into music technology and saw IRRUPT contributing to creative conventions throughout 2016 including **Superbooth** in Berlin, **No Maps** in Sapporo, a revisit to ADE, and IRRUPT's North American debut at **The 2017 NAMM Show** in Anaheim, California. This visible devotion to all-things-sound led to international collaborations and consultancies for cutting edge brands. IRRUPT was also invited by **Crypton** (creators of **Hatsune Miku**) to participate in a cross-cultural exchange program between the cities of Sapporo and Berlin. This saw IRRUPT presenting a production workshop in Sapporo alongside Crypton and **Native Instruments**, as well as a showcase series at **Tresor**, the Berlin techno institution, for Sapporo's most exciting artists.

In mid-2016, IRRUPT partnered with **Ninja Jamm**, the cutting-edge music production app developed by **Matt Black** (Coldcut, Ninja Tune) and launched "**Magically Mechanical**," a collection of exclusive, royalty-free IRRUPT sound elements for Ninja Jamm. "Magically Mechanical" was delivered to users with an invitation to submit their original tunes created with IRRUPT content within the app for a competition. Three winners were selected from the submissions. Besides receiving pro-audio production software from **Bitwig Studio** and **U-he**, these winning compositions were also **cut to vinyl**.

Inspired by innovative performance and production workflows, IRRUPT provided a unique concept that linked modular synthesis, touch screen performance, and royalty-free content for the launch of **Bitwig Studio 2** (February 28, 2017), a dynamic software for music creation. The **award-winning** NAMM 2017 presentation was soundtracked by IRRUPT and synchronized with hardware from **Bastl Instruments**, a community-driven company that develops electronic musical instruments. This live and interactive setup is paving the way for the next generation of hybrid performances, which include software, hardware and



royalty-free sound content. IRRUPT was also a consultant for Bitwig during the development of new feature sets for Bitwig Studio 2, and provided exclusive sound content for their new version.

Next Up for IRRUPT

Precision-cut loops and quality sounds are integral to electronic music production and performance, even in the analog domain. DJs will soon be able to sample IRRUPT sounds in the form of the first open-source, copyright-free, physical vinyl release. This tactile vinyl release will showcase IRRUPT's rock-solid, no-restriction, future-proof licensing structure with an invitation to DJs to freely use the royalty-free loops, without fear of copyright constraints. This double vinyl 12-inch, mastered by engineer **Mike Grinser** (Aphex Twin, Richie Hawtin) at **ManMade Mastering** in Berlin, will offer vinyl DJ's 'open source tools' for use in live performance or advanced studio trickery. The release is scheduled for April 20, 2017 at **Superbooth**, Berlin.

For more information, photos, to schedule an interview, or request promo copies of IRRUPT products for review, please contact Green Galactic's **Lynn Tejada** at 213-840-1201 or lynn@greengalactic.com.