



DEETRON

BIOGRAPHY



Although the mountain peaks of Bern, Switzerland hold little resemblance to the industrial skylines of Midwestern America, it was among these surroundings that Sam Geiser became inspired to keep the legacy of Chicago house and Detroit techno alive. Operating under his moniker Deetron since the early nineties, he has dedicated most of his life to making and playing out dance music in its truest form. His unique production style - a melodic, housey take on Detroit techno - has captured the hearts of many around the globe. Furthermore, his immaculate mixing skills and superb choice of records have kept him internationally in demand as a respected dj for well over a decade.

Inspired by anything from seventies soul and New York disco to Chicago house and Detroit techno, Deetron started collecting music and dj-ing in the early nineties. He received his first residency at Zürich's legendary Trax club in 1995. Here Deetron quickly learned the dj-trade and became known as one of the most gifted and beloved jocks of Switzerland. A few years later, he took his first steps into productions. Releasing on Phont Music made him known across the border, in places as far away as Japan. But it was 'Dolls For A Diva' (2001) - his first release on Music Man - and his widely acclaimed 'Deetron In The Mix' compilation (2002), that truly kick-started his international dj career.

Meanwhile, an impressive collection of releases and remixes has appeared on labels like Music Man, 100 % Pure, Strictly Rhythm and Cocoon - all of them characterized by the same unique combination of club and listening elements. Walking the fine line between the soulful and the industrial, Deetron appeals to techno freaks as well as house lovers.

His productions carry a certain timeless quality that is rare in today's volatile electronic music scene. Tracks like 'Emphasis' (2001) have stood the test of time, and most likely his more recent hits like 'I Cling' (2007) and 'Let's Get Over It' (2008) will, too. Even 'Twisted', his captivating debut album, still sounds as crisp today as it did three years ago.

Furthermore, Deetron's taste and technique make him stand out as an extraordinary jock. "My dj-ing has a strong technical element," he states. "My aim is to go as close to remixing as possible with the means of turntables and cd-players." And anyone who has ever seen him twitch the knobs must agree he does a pretty good job at it. It all stems from Deetron's extreme self criticism, which he also applies to himself when selecting tracks. With quality over quantity as a personal motto, he might not release a lot - but when he does, you know he means business.

2010 gave birth to two amazing 12" : "Each Step" (ft Seth Troxler) on Circus Company & "Collide" on Green. Both releases got major attention in press and went straight up in the charts (Resident Advisor, Beatport,...). With remixes for DJ Hell, Steve Bug, Tony Lionni, Aril Brikha and Danny Howells, this proved to be quite a productive year. Hold on tight for 2011!