



SEMTEX BIOG 2010

There are DJs that play records, and there are DJs that have the power to influence the masses in more ways than one. The award-winning DJ Semtex is much, much more than a man who simply spins singles. The Manchester born beat-juggler lives, breathes and sleeps music; it's in his blood, his heart and his soul.

A wizard on the ones and twos, to see Semtex spin is a sight to behold. Whether supporting Dizzee Rascal on his world tour, or hosting private parties for Mariah Carey, his ability to keep the party at fever-pitch whilst remaining at the forefront of technology is second to none. "Semtex helped me launch my career," says one of Hip-Hop's most high-profile performers, Kanye West, who also thanked Semtex during his BRIT Awards acceptance speech in 2008. He's no stranger to public thank you's; Dizzee shouted Sem out when accepting his Mercury Music Prize, while artists all over the world name-check the UK's No 1 Hip-Hop DJ for helping to blow up their careers.

Beginning his career while barely in his teens, Semtex started out spinning at house parties in Cheetham Hill, a rough and ready area of Manchester. After making his DJ name, Semtex began working in Eastern Bloc Records during the day and DJ'ing at legendary clubs like the Hacienda by night. Ten years later and the world-renowned DJ is playing to over 80,000 people at Glastonbury, headlining for Kanye West, interviewing the likes of Eminem, and A&R'ing chart-topping acts like Mr. Hudson. He also released the highly popular mixtape series, The Piecekeepers, which featured a then barely known Dizzee Rascal, as well as the collectible Crunk N Grime, and Grimewave mixtapes, that sold in the thousands.

As host on BBC's 1Xtra, Semtex interviews the biggest names in Hip-Hop as well as breaking exclusives on a regular basis. Everyone from Jay-Z to 50 Cent have appeared on his show, while his interview with Lil Wayne is featured on the platinum-selling Lil Wayne documentary, Mr. Carter. As well as being one of the most-listened to shows on 1Xtra, Sem's site, DJSemtex.com is one of the most widely-read Hip-Hop blogs on the Internet. With exclusive access and content, the site is the No.1 hip hop

blog in the UK and in the top 10 DJ Hip-Hop blogs worldwide.

As well as an eminent DJ, host and presenter, Semtex is also an important figure in the British music industry. Promoted to A&R at Def Jam UK several years ago, Semtex's first signing was Fatman Scoop, whose debut single 'Be Faithful' hit No. 1 in both the UK and all over Europe. Mr. Hudson, who Semtex helped sign to Kanye West's G.O.O.D. music label, recently went to No.1 with Supernova, under Semtex's A&R guidance. As well as imparting his knowledge at seminars and conferences across the UK, Semtex acts as a consultant to some of the world's biggest brands. His company, Semtex Media, consults to blue-chip corporations, global brands and leading pop acts, and continues to market some of the world's highest selling acts including Kanye West, Jay-Z and Rihanna. Semtex Media also worked the promotional campaign for Dizzee's Certified Gold 'Maths + English' album, as well as the Single 'Dance With Me', which resided at the Number One spot on the charts for four weeks. Semtex continues to travel the world as Dizzee's only official DJ.

Whether rocking the crowd, hosting award ceremony's for rap's most rich and famous, or holding residencies at the biggest nightclubs in the UK, Semtex is one of the most explosive, dynamic and undeniable DJs this country has produced.

ON AIR

Check out Semtex live on air on 1XTRA, every Friday 10pm to 1am

On DAB Digital radio or online: <http://WWW.BBC.CO.UK/1XTRA/SEMTEX>

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