

# Pure House Presents Nights of Electro Funk

Saturday, 21 February 2009

Last Updated Saturday, 21 February 2009

This March on the 5th floor of Beijing Club Pure House is pleased to present 'Nights of Electro Funk';

Featuring an incredible line-up of DJs, 'Nights of Electro Funk' should not be missed. Opening the month is DJ Anand on the 6th followed by two of the sexiest DJs in Hong Kong, DJ May & DJ Tynee. Rounding off the month is DJ Beau Toxx whose musical style has lead him to consult and provide music direction for top fashion brands.

Complementing the theme of 'Nights of Electro Funk' this month, we will be having graffiti art done by one of Hong Kong's upcoming artists - Jonathan Jay Lee. Attention to all Pure House & music fans...

Super-stylish head-phone brand Skull Candy will be sponsoring the month with giveaways each week. All guests are eligible to win a pair of Skull Candy headphones each week! Simply drop your business card or contact info into our Lucky Draw box and you could stand a chance to win a pair of funky & stylish Skull Candy headphones!

## Pure House Schedule

6th March DJ Anand  
13th March DJ May  
20th March DJ Tynee  
27th March DJ Beau Toxx

## Pure House Event Details

Name: Pure House at Beijing Club  
Dates: March 6th, March 13th, March 20th, March 27th  
Time: 12am till late  
Entry: HK\$300 on the door.  
21 and above only  
Beijing Club, 5th Floor, Wellington Place, 2-8 Wellington Street, Central.  
Bookings: (852) 2526-8298

Complimentary entry for SilverBlack Card Holders plus one guest (to find out more about the SilverBlack Card visit <http://www.silverblackcard.com>.)

Fresh from New York, emerging artist Jonathan Jay Lee is an illustrator who graduated from Parsons the New School for Design with Departmental Honors in Illustration.

Now based in Hong Kong, he has been exhibited on 3 continents with clients including: Marvel Comics, Asia-City Publishing, Emi's Gold Label Records, Bell Pottinger Interactive, Sugar Club, Time Out Magazine, Oxfam Tokyo and Pryde Group amongst various others, and is currently the visual brand behind all Opium Soul events.

His work has been recognized internationally on web and in print by the likes of Computer Arts, Alive Not Dead, Illustrophile, Lifestyle Asia, Beats, Men's Uno, Freestyle Collective, and Galleri HK, to name a few. He also likes the smell of new books.

With their roots on the slopes of Utah in the USA, the Skullcandy crew has created a global headphone revolution. Selling in over 70 countries, Skullcandy delivers leading practical, fashionable and performance audio and lifestyle products to its core of the youth x-sports generation where attitude and style is everything.

Skullcandy knows that sports, music and fashion go hand-in-hand. That's why they strive to create durable headphones with DJ quality sound that look killer on your dome. Also they won't burn a hole in your wallet. Whether it's extreme sports or just blasting your tunes around town, Skullcandy's stylish line of headphones and earbuds will have people in the streets checking out your bling, bold and badass headphone style.

Keep your eyes and ears open for the Skullcandy signature artist collaborations for 2009 with the release of the Snoop Dogg Skullcrushers and pro DJ headphones from Mix Master Mike of the Beastie Boys.

With over 35 radical designs to choose from, even the hardest-to-please fashionistas will find a perfect fit. Being worn by extreme sports legends all over the globe including Terje Haakonsen and Marc Frank Montoya.

The question being heard on the streets is not 'Who is Skullcandy?' but 'Who is not?'

DJ Anand

Music Style: House, Electro House, Breaks

Playing Format: Vinyl/CD

The first thing you will hear about Anand is that he is 'not just another DJ'. Anand is also a qualified Audio Engineer and Producer that loves to make sexy women dance like crazy! He mixes up an energetic mix of Progressive Electro House and Breaks tailored specifically for each crowd where you will never hear the same set twice.

He started mixing in 1997 and was the youngest resident DJ at Australia's largest bi-annual Electronic Dance Festival 'Advent\*Jah' for almost 4 years. This festival would have up to 16,000 people present and boasted headlining artists such as Fatboy Slim, Robert Miles, Kraftwerk, The Orb, Sasha, Kosheen, Public Enemy, etc.

His promotions company Ravebreak was also chosen to host the warehouse Chillzone inside the event that proved to be immensely popular and gained the support of sponsors such as Phillip Morris, Red Bull and Rizzla.

DJ Anand plays an explosive mix of 'Infectious Funky House Grooves that moves into a glitchy yet Twisted Electro sound with some Slamming Breaks thrown in to keep you all guessing. The emphasis of his sets usually head towards an uplifting Progressive vibe that just makes you want to jump. As he still plays a wide variety of genres and is always looking for fresh new musical fusions to unleash onto the dance-floor, you can expect to hear some of the freshest tunes

With over 10 years behind the decks one thing that has remained unchanged in all his shows is how he's still in it for the music. More importantly, he is now in Hong Kong to share his skills, taste and love for the game.

May Acuna

Music Style: House (Deep/Funky/Uplifting)

Playing Format: CD / Vinyl

May, aka Mayhem, is one HK's most unique female talents. With a passion for house music, she has rocked and shook dance floors throughout Hong Kong and China with her funky and progressive sound. With years of experience and memorable sets at events like Hed Kandi and Ministry of Sound, May brings nothing but 'Mayhem' to a party.

May's style is defined by two influences: her DJ heroes and her personality. With influences like Miguel Migs, David Morales, Raul Rincon, Mark Knight and Danny Tenaglia, expect to hear uplifting, wild, deep and funky house.

She has played at venues around Hong Kong such as Red, Lost, Soda, MO Bar at Mandarin Oriental Landmark and Chapter Three, as well as various clubs in different provinces and cities all over China, including Jinan, Guangzhou, Hangzhou, Chengdu and Xiamen.

May has also DJ'd at many themed parties like Club 97's Diva Nights, Glide & Swerve's Denim Party (2002), House of Sirens' AIDS Concern/Viva Glam Party (2003), the Celine Dion Concert After-party (2008), as well as corporate events for UBS, Canadian Chamber of Commerce, ING, and Morgan Stanley.

In addition to funky, jackin' and percussive house, May loves chunky basslines and groovy guitar riffs that make you want to move. With an always evolving style, she loves taking people on a musical trip, which they are bound to enjoy.

Her current residencies include FINDS, Aqua Spirit, W Hotel, 1/5 Nuevo.

DJ Tynee

Music style: House (Deep, Tech)

Real name Elaine Shin, TYNEE (&ldquo;Tiny&rdquo;) grew up in New York. After returning to Hong Kong to work in Asia, Tynee immersed herself in the more Progressive sounds of the U.K. At the time, the rave scene just commenced there. Since the beginning of her clubbing days, Tynee was very particular about knowing a track&rsquo;s name, label, mix, and related details. Perhaps that was a sign of things to come. But she was still searching for her true calling. A trip to India spurred a few years of dabbling with fashion design. By the spring of 2004, Tynee gradually dropped everything and went into DJing full-on.

The sounds of Sasha, Dave Seaman and Slacker inspired the direction of music Tynee secured for her own personal listening pleasure around the late 1990s. By 1998, breakbeat started becoming a major sound where Tynee was. The vibe was so astounding at the time. It was around then that she hammered to hear tunes from Meat Katie, Adam Freeland and Rennie Pilgrem. It was a most awesome experience when she got to play Adam Freeland and Meat Katie in Hong Kong! To this day, artists like Momu and Habersham still make her have goose bumps! Off the breakbeat front, DJs and producers such as Booka Shade, M.A.N.D.Y. and Trentemoller are major influences on her sound behind the DJ booth.

Today, Tynee has emerged as one of the toughest and sexiest DJs in Hong Kong. She is one of the resident DJs at Volar, one of Hong Kong&rsquo;s hottest clubs. It is at Volar that she had many opportunities to play alongside some of the world&rsquo;s top DJs, who come to play at Volar regularly. Concurrently, she is also a resident DJ of ZUMA from London, and Volar&rsquo;s other very exclusive club Halo. On top of DJing there, she hosts a club night called AUDIO VIXEN, offering the finest unusual arrangement of audio and visual pleasure. Audio Vixen strives to showcase female DJ talent.

Cities that Tynee toured in:

Barcelona ( Spain), Sevilla ( Spain), Valencia ( Spain), Moscow Russia, Bangkok Thailand, Dongguan, Guangzhou, Guilin, Hainan Island, Huangzhou, Nanning, Shanghai, Shenyang, Shenzhen, Xiamen

DJ Beau Toxx

Music Style: Electro

Part French, part Vietnamese, born and raised in Africa, living in Hong Kong, Thierry Halbroth&rsquo;s origins have no doubt influenced his chill-out sets with a wide world music selection.

His signature club sound is a highly sophisticated dirty funky electro minimalistic house, consisting of deep Afro-Arabic tribal beats, rocking Brazilian batucada, minimal beats mixed with an unparalleled acidic electro sound that includes bastard pop hits.

Beau Toxx is an Electro/Electro-house DJ very much geared towards fashion parties and launches (as well as intimate chill out moments!) - spinning a unique selection mash-ups, electro remixes and covers. His electro-house revisits hits from the past with a solid rock base and acid house reminiscent of the late 80&rsquo;s. In 2008, he was invited to play at Bootie San Francisco, home of the world&rsquo;s biggest mash-up parties.

Being Upfront

&ldquo;DJ Beau Toxx is not of a commercial nature, not conforming to the masses but to a unique elite; those that love music and like to feel it. I am praised on delivering a very exclusive set with an unusual music selection that gets people talking, creating an addictive underground vibe, even in a chilled environment.&rdquo;

In Asia-Pacific:

dunhill d-eight launch, Valentino R.E.D. launch, Celine 2005 tribute to women, S/S 06&rsquo; show, Deadly Truth launch, Marie Claire China launch, Hogan F/W 05&rsquo; reveal, Fornarina /Moet & Chandon The Return of Glam, ZUJI.COM launch, 1/5 Anniversaries, Chivas, Chanel Coco&rsquo;s anniversary, Veuve Clicquot Club Clicquot, Dom Perignon Lagerfeld Vintage 1998 launch, Omega for Nicole Kidman&rsquo;s first visit to China, Eric Paris/JPG Jeans hair show, Remy Martin frozen launch, Harlan&rsquo;s G-bar and Wynn Macau&rsquo;s Tryst grand openings, Emporio Armani 2007 S/S preview, flagship store opening party, Dior Homme opening party, The Venetian Macau, Krug Moon Nite, etc.

Self-made events:

Insertion and East Side Stories (ESS) are two creations from THC. Insertion is a dual set-up with two DJ&rsquo;s performing together and in solo with complimentary, yet different sounds (trading continents and styles). ESS is a battle performance with back-to-back challenge type where anything goes.

Off brief, the night of Hong Kong's Adland creative debauchery, quarterly parties  
Electro clash at KEE Club, Hong Kong  
Insertion nights at 1/5 and KEE Club, Hong Kong  
East Side Stories episodes played at 1/5, Hong Kong alongside many international DJ's

#### Music Direction

Thierry Halbroth's praise has lead him to consult and provide music direction for top fashion brands such as Diesel and Celine as well as exclusive hospitality venues like Harlan's group in Hong Kong, selected Shangri-la hotels and exclusive properties in Bali. His compilations are hot properties that circulate amongst private circles and can be listened at select establishments.

#### About Beijing Club

Opened in the fall of 2007, Beijing Club is Hong Kong's quintessential super-club. With a total area of 12,000 square feet over 3 floors, Beijing Club is located in the very heart of Hong Kong's business & entertainment district.

Named after the capital of China, Beijing Club offers an experience of supreme decadence and entertainment. The finest Austrian crystals drape elegantly above each of the four bars. The American-styled balcony on the 3rd floor has the biggest outdoor projection in Central.

Beijing Club offers only the best of entertainment playing host to some of the world's best known music branded events. Award winning DJ, Yin heads the DJ lineup at Beijing Club, spinning the latest in R&B / Hip Hop and House tunes.

Beijing Club,  
2, 3, & 5 Floor,  
Wellington Place,  
2-8 Wellington Street,  
Central, Hong Kong.

Booking: (852) 2526 8298  
Email: [info@beijingclub.com.hk](mailto:info@beijingclub.com.hk)  
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