

A+D+A+M Lab 4 DJ Sets



Adam started his career firstly as a drummer (and a choir boy lol!) and then from the age of 19 worked as a programmer and then eventually head engineer /producer at an Oxford recording studio. It was there that he teamed up with Lez and joined his band M.A.D. For the next 3 years they experimented with how to get computers, sequencers and samplers to work as part of a live set. It was this experimentation in the days before Giga Bytes and Mhz that eventually lead to the birth of Lab4... Lab4 were without a doubt one of the original pioneers of what is now Hard Dance having played their first gigs in 1994 at the Legendary Club UK in London for Universe alongside the likes of Carl Cox, Josh Wink and Laurant

Garnier. Mixing all styles of dance and electronic music together Lab4 bought a Punk element to commercial scene that's often been imitated but never equaled. Labeled the 'Ozzy Osbournes of the dance scene' by Mixmag they lived up to the hard drinking nonstop party monster behavior that would earn such a description whilst gaining respect as one of the most professional and exciting live acts on the scene. Lab4 went on to win many 'Best Live Act' awards across the globe as well as high positions in 'Best DJ'polls. Lab4 had over 60 releases in total including 4 double albums as well as 6 other compilations of previously unreleased material and live sets. Adam also had more than 10 releases on Rectory Records under the names Drum, Hyperwave, Creed and Aura Z all selling 1000's on the Techno scene from Detroit to Belgium between 1995 and 1997 . Lab4 were the first and only Hard Dance act to get asked to perform a live set on Radio 1 for John Peel on his live session show and were also mentioned in one of his 'festive 50' charts with Candyman.

During this time Lab4 also worked for 3 of the top music production companies in London, composing music for advertising campaigns for companies such as Reebok, Bacardi, Polaroid, Sure and Pepsi as well as the score for a BBC series called 'Safe with us'.

After leaving Lab4 at the end of 2006 as well as playing drums for Maria Illet and Proteus, Adam worked on various studio projects including the Techno Industrial project 'The Judas Coven' which saw him take centre stage as lead vocalist where he instantly got described as the 'Iggy Pop' of the industrial scene and 'The Horizontal Instrument' which could be compared to Radiohead and Coldplay with a little Bob Dylan and John Lennon thrown in and mixed up with a little film score for good measure...

Spending most of 2007 only DJing on the Hard Dance scene, and having trouble finding tunes to build his set with a frustrated Adam headed back into the studio and wrote his first

A+D+A+M Lab 4 DJ - Producer - Live Act

solo album 'Drink Me'. The album was snapped up by the still mourning Lab4 fan base and after DJing a few sets made up of only tracks from the album, Adam could not resist the urge to hit the road again with a new live show which through 2008 saw him play across the UK with trips to Holland (Main Stage, Ground Zero 20,000 people) and Russia (Main Stage, Wonderlake 10,000 people) as well as headlining Frantic's first Hard House Academy event in 2 years to a sell out crowd of 4500.

Adam was also voted 28 in Japans LOUD magazines top 50 International DJs 2008.

2009... Highlights will include Adams first solo trip to Australia, a one off Lab4 event and a new album planned for the summer as well as the first live line up of The Horizontal Instrument starting rehearsals...

Links:

www.adamlab4.com

www.myspace.com/adamlab4

www.myspace.com/adamlacroixmusic

www.myspace.com/thehorizontalinstrument

<http://www.myspace.com/thejudascoven>

