



**!!! embargoed until March 1st, 2024. Do not publish before this date !!!**

Born out of a desire to create a space to explore, embrace and expand his unique sound, Hannes Bieger's fledgling label Elektrons is a bold extension of the artist's vision and purpose. The platform represents Hannes' extraordinary abilities as a producer, performer and engineer; innate talent that has seen him travel around the globe picking up a huge following along the way. With Elektrons he embarks on a new adventure, where his melodic techno sounds have a home to grow and thrive. This is a space where Hannes can playfully develop his sonic identity, combining spinetingling melodies and chord progressions with the harder edged influence of techno. Elektrons are foundational to the living world, a core aspect of existence, the building blocks of atoms that transmit information through an electrical charge. This plays into the label's ethos, intended to be an outlet that forms the foundation of something much greater, spreading emotion through electronic vibrations. Driven by Hannes Bieger's visionary outlook and natural talent, Elektrons is primed to carve out new conductive pathways in the electronic music world...

Freedom is a crucial cornerstone of creativity. To have boundless possibilities within a safe and nurturing space is the artist's dream and so, for Hannes Bieger, launching his own creative space marks the advent of an exciting new chapter. Over the last few years

he has transitioned from behind-the-scenes engineering, to a globally-revered producer and live performer in his own right. Merging his depth of experience with a natural aptitude for emotive compositions that move the dance floor, physically and emotionally, Hannes has established himself a formidable force in the world of electronic music.

With Elektrons he channels two decades of experience, in the studio and on the road, into a platform that is full of promise. Driven by the desire to create timeless music of the highest quality, it's a label that will buck trends, delivering emotionally charged club music made for love not money. Hannes' vision is to cultivate an entire universe around Elektrons, a universe that represents these progressive pillars of his own outlook. In essence, going against the grain of an industry that has become increasingly fast-paced and business-oriented to embrace an ideology that is focused on the essentials: high quality music, artistry and creativity, building community, enriching the dance floor and nurturing the next generation of electronic music artists.

Having his own label gives Hannes the opportunity to stretch out creatively, but also build a core family of likeminded artists around the brand. This taps into the notion of legacy and passing down the knowledge he has acquired to contribute to the future of electronic music. This forward-thinking outlook is essential to Elektrons, where longevity is key to the ethos.

Ground zero for the label's conception was the first release, 'Black Hole'. This wonderfully emotive and hypnotic cut racked up millions of views when Hannes posted it on his socials. Due to its classic analogue bassline, and melodic components, 'Black Hole' resonated with fans worldwide and the widespread positivity gave Hannes the impetus to launch his label so it could have a suitable home. And thus, Elektrons was born...

Elektrons embodies the fundamentals of an artist who has carved out his own lane without compromise. Now it's time to conceive a whole new world, with the building blocks at its core providing a solid foundation for the growth and proliferation of Hannes Bieger's refreshing outlook, and beautifully composed analogue productions. The stage is set for a bold future, where Elektrons send out the powerful charge for lasting change. Stay tuned for the first sparks of positive energy...