

Brixton's Powerful New Culture Clash Set to Storm the Festival Circuit

Artist: The Dandadda
Single: 'Heart Attack'
Release Date: 25/11/16



"Fusing the very best of energies with an eclectic sound, I'm completely and utterly enthralled"
The Telegraph – Alya Mooro

"The Dandadda is a wicked fusion of different genres & styles. A perfect example of how to break down musical boundaries & really innovate when it comes to live shows. Their stage performance really is one of a kind"
BBC Radio 1xtra – DJ Dubl

Brixton's exciting new culture clash, **The Dandadda**, is a compelling mix of genres created by producer Dan Vinci, incorporating a movement of musicians, dancers and artists. The concept launches with a gripping debut release of **"Heart Attack"** on **25th November 2016**, inspired by the hyper-gentrification of the area. **Dan Vinci**, growing up in the culturally diverse Brixton, experienced times of high crime and social unrest but also misrepresentation, which led him to musically form what he calls a 'positive rebellion'. **Dan Vinci** has worked with a multitude of artists across different styles, from **Skream** and **Basement Jaxx** to **Jessie Ware** and **Tinchy Stryder**. Combining his passion for different genres and world culture, **Dan Vinci** has attracted top Jamaican artists into the fold, crafting a reggae-tinted message of unity, peace and tribalism. Critics are calling it *"a contemporary combination of different soundscapes"* (**Wall of Sound – Mark Jones**).

Born and raised in Brixton, **Dan Vinci** became drawn to the Rastafarian culture at a young age when an elderly Rasta man saved his life from a random knifepoint attack. Since then, **Dan Vinci** gravitated towards the lifestyle and started working with reggae musicians from early in his career. Becoming a notable force in Brixton's vibrant music scene and street parties, **Dan Vinci** has also involved big names in the project, such as **Horace Andy (Massive Attack)**, **Earl 16 (UB40)**, **Junior Dan (Gorillaz)**, **John Holt** and **The Ragga Twins (Skrillex)**. The result is exciting. **The Dandadda** music highlights Brixton's vibrant culture-clash, living and breathing the experiences of the area's rapid social change – it is energetic, eclectic, and highly vivid.

"The Dandadda is so exciting, I can't wait to see it live!"
Jessie Ware

The Dandadda launch show is happening live on the **26th November** at the **Windmill Brixton (3rd best London Music Venue by Timeout)**. **The Dandadda** is set to break boundaries in music and on festival stages worldwide with its powerful message of unity, peace and culture. The launch night will include tribal dancers and psychedelic visuals created by **Nick Savy (Gorillaz, David Guetta)** - It will be an experience not to be missed.

Official Website: www.thedandadda.com
Facebook: www.facebook.com/thedandaddaofficial
Twitter: www.twitter.com/thedandadda
SoundCloud: www.soundcloud.com/thedandadda

For all press, TV and radio enquiries, please contact:
Michael Eastwood
Mastermind Promotion
Direct: +44 (0) 7774514581
Office: +44 (0) 207 692 8785
Email: michael@mastermindpromotion.com