

# buz artist

artist representation

351 OLD NEWPORT BLVD. #213  
NEWPORT BEACH, CA. 92663  
P 949.285.8809

## **SAN FRANCISCO'S LEADING INDIE HOUSE PRODUCER DUO 'VAHID & PARSA' SIGN TO BUZ ARTIST TALENT AGENCY**

FOR IMMEDIATE RELEASE

**MEDIA CONTACT:** John Helmrich | [john@thebuzzcompany.com](mailto:john@thebuzzcompany.com) | 949.285.8809

**JUNE 16<sup>th</sup>, 2011 | NEWPORT BEACH, CA.** - After a recent shift in business model, Buz Artist is proud to announce the signing of dj/producers Vahid & Parsa currently based out of San Francisco. Buz Artist will be acting as their official and exclusive management for the United States, as well as their temp international agency; handling management, marketing, booking and publicity for an undisclosed period of time. This is a particularly newsworthy topic: Vahid & Parsa are currently on a hot-streak of releasing hit albums and singles on worldwide digital music sites like **Beatport.com** and **breaking the #1 chart position on WorldofHouse.Es**. With the steady forward progress in their career, it is only a short matter of time until these artists are backed with the strong marketing and major bookings that an agency, record label or private-equity investor can offer. For the relatively quiet entertainment and music industry news coming out of Orange County, CA, this would be a positive development for the local industry spotlight.

**Vahid & Parsa** are two brothers that produce in the studio together as well as perform live 2X4 dj sets side by side. They have long been calling San Francisco home, but have an expansive resume of accomplishments including:

### **AWARDS**

**Best Dj**, *SF Weekly* (2007)

**Best DJ**, *The Bay Guardian* (2007)

**Top 5 DJs**, *7x7 Magazine* (2008)

**DJ CAREER** (spring / summer 2011)

**Residencies:** *Ruby Skye, Slide, Vessel, Harlot, 1015 Folsom, Supperclub*

**Ultra Music Festival**, 2011 primetime appearance

**Nikki Beach**, Las Vegas (headline, May 2011)

**RECORD LABELS** (Official producers)

**Pacha Recordings**

**System Recordings**

**Rapid Response**

**CHARTS** (spring/summer 2011)

**Sold out in Amazon in 2 days.** *Nu Breed (Pacha)*

**World of House Club Charts - #1.** *P\*ssy Lover (Pacha)*

**#1 on Pacha Records, Beatport.** *P\*ssy Lover (Pacha)*

### **OTHER**

**Whitenoise** recently remixed *The Ritz* (original, Vahid & Parsa)

**Roger Sanchez** and many other international superstar dj's are mixing tracks like *Spank(ed)* (original, Vahid & Parsa).

"We're very excited to work with these guys, they are extremely talented artists and are really pushing the envelope in dance music" says RJ Spinher, Vice President of A&R, EDM Division. "They are doing a great job making music and doing shows that their fans love. We are just here to support them and make sure they have

the best career they can possibly have." In addition to creating great house tracks in the studio and steadily touring, Vahid & Parsa are going to be capitalizing on their studio engineering skills by working with the major commercial labels. Pop artists and producers of today that are looking to achieve the prevalent sound of house/dance/pop in the United States generally require true house producers to come in and fine tune the sounds and composition. They will be placing music with specific artists as well as for synch and placement purposes.

The signing of Vahid & Parsa is another step in a new direction for Buz Artist. In May, **Buz signed Hollywood house dj extraordinaire RJ Spinher**; both as an artist on the agency and as **Vice President of A&R** for all things electronic. Buz had previously been working with RJ for well over a year, and decided it was time to make things official and long term. "This month has been filled with big news. Signing and partnering with RJ is extremely exciting. He has so much experience in the industry as an artist, promoter, event thrower and tastemaker...and at the end of the day he is a very cunning business man. I like that." says John Helmrich, Founder of Buz Artist. "My goal has always been to heavily exploit the talents of innovative artists. Recent developments are showing that we are on the path to meeting this goal."

For the last year plus, Buz Artist has been heavily involved in the open format / club dj scene, mainly managing bookings and producing events. The agency has worked with artists from San Diego to San Francisco, including Splyce, Risk One & Ghetto House Radio (Djs) to name a few; and have produced events and booked & managed talent at clubs like Heat Ultra Lounge (Anaheim), Drai's (Hollywood) and Roe (San Francisco). Graduating to more committed Artist Management and adopting the 21<sup>st</sup> century 360 {management} model that is now becoming more commonplace, is only the natural progression of things.

#### **ABOUT VAHID & PARSA**

San Francisco natives Vahid & Parsa bring well over 15 years of experience to the house scene. Early on they were Bay-area dj staples at the hottest clubs including Ruby Skye, Slide, Vessel, Harlot, 1015 Folsom, Supperclub, and Aura. This success catapulted them into winning awards with *SF Weekly*, *The Bay Guardian*, and *7x7 Magazine*. They have shared the stage with Paul van Dyk, ATB, and Kaskade. As producers, Vahid & Parsa have a lengthy discography with records on System Recordings, Pacha Records and Rapid Response. They are on the shortlist of official remixers for Pacha Records and are one of the three main producers on Pacha's 2011 summer global release: "Nu Breed: Pacha Global". Their tracks are currently being played by the biggest DJs in the world including Tiesto, Paul Oakenfold, Paul Van Dyk and Roger Sanchez and producers like WhiteNoize are busy remixing their originals. <http://www.facebook.com/VahidandParsa>

#### **ABOUT BUZ ARTIST**

Buz Artist is a music & talent agency that first opened doors in 2008 as a full service marketing and public relations firm to all business. In 2011, Buz scaled to offer niche management, booking, marketing and publicity to artists spanning all genres - from electronic to rock to hip-hop - with a strong focus on music that appeals to a 16-36 year old demographic. Buz holds offices in Orange County & Los Angeles, recording studio partnerships in Studio City, and has a list of past and present clients that span from San Diego, CA to Charlotte, NC. The agency is committed to taking artist's that are pushing music in a positive direction and ensuring their success in the marketplace. <http://thebuzzcompany.com/>

###