



GOGO Music - Labelinfo

GOGO Music was established 2001 by Ralf GUM to provide an active platform for innovative clubmusic and artists. After more than ten years of experience in the music-scene as a Producer, Remixer and DJ took Ralf GUM the next step to spread his infectious love for the perfect groove and started to build up his own label. Ralf produced and remixed for many renowned labels including ones like Tommy Boy, Compose, Infracom, Peppermint Jam, WEA, Superstar, ATAL with great success. As a DJ he established as one of Germany's upfront tastemakers, who's able to take listeners on a journey by DJ. To date he graced the crowds with his DJ-sets at more than 300 venues around the globe.

GOGO Music's sound can be described best with "contemporary club music with soul". The output concentrates on timeless songs instead of putting out a huge quantity of records following the latest ephemeral trend. Deep house is definitely the main influence on GOGOs' music, but limiting the label to only this misses the point, as its open minded to various danceable musical styles from around the world. Main criterion is simply that it's well written and groovy music. The label's aim is not to simply copy the already existing; it tries to move forward and to delivers a very own definition of sound. GOGO Music's releases contain well-known artists as Ursula Rucker, Inaya Day, Monique Bingham, Michael Procter or Dawn Tallman as well as very own discoveries as Raw Artistic Soul or King Club, as the genre is approached with open ears and mind. But no matter who is behind the labels releases, the label only works on projects, that it's absolutely passionate about. Due to this fact and as it's always looked for an uncompromisingly high production standard, the global house scene quickly recognised GOGO Music as sure source for outstanding music.

The reputation of GOGO Music is reflected by UK Hype Chart entries of many releases and DCC (Deutsche Club Charts) entries, as well as top download chart positions, e.g. including numerous Top10s and various number 1 spots on the ultra credible Traxsource platform, among them the soulful hit of 2008 "Kissing Strangers" (GOGO Music) featuring Monique Bingham, which was a bestseller in its genre in 2008. Thus it got #1 in the "Top 100 Singles 2008" and the "biggest house track 2008" in the chart of the ultra-credible Traxsource download-shop. Each and every 12 Inch has been licensed for various top compilations. Superstars like Roger Sanchez or brands like Ministry of Sound and Hed Kandi grab with pleasure the tracks for their own releases. Main house DJs as Tony Humphries, Louie Vega, Jamie Lewis, Gilles Peterson, Frankie Knuckles, Osunlade, Grant Nelson or Rainer Trüby love and play the label's music and it's enjoying a growing community of confessing fans. In 2002 GOGO Music expanded its activities and included the branch "GOGO Music & Booking" (www.B-King.org). The intention was to give a platform to its artists, to be represented by a company that shares the musical vision and taste with them. Additional in 2003 the weekly GOGO Music radio show was started, which to date is broadcasted on more than 30 stations around the globe.

Nowadays the label concentrates mainly on the development of it's own artists including Raw Artistic Soul, who made it to one of house music's most respected artists of his genre impudent quickly by releasing two albums that received rave reviews, Roberto De Carlo, who's called one of the most soulful artists in the house-scene, Sugar Beat, who convince with their very own broken beat style, Benny Pecoraio, a highly talented up and coming DJ/ Producer and of course Ralf GUM himself.

The 'quality not quantity' philosophy beard fruit, as the constantly growing and specific interest in and vast feedback on GOGO Music's work shows. Already late 2005 GOGO Music was called "one of the hottest imprints around" by the leading magazine Blues & Soul and in Germany's Subculture you could read that "GOGO Music is one of the prime German house labels". In April one of America's most established house-music-publication "5 Magazine" wrote, that "GOGO Music has become synonymous with the best Deep House produced in Europe". Even the music industry seems to be stuck - mostly because of old fashioned ways of thinking - we're not worried about the future as the label was born out of the true love towards music and music will never die.