

Ali Nasser (Pleasure Zone, Be Chosen)

Ali's can already look back on successful career as a DJ and producer. Deep house is the name and our guy knows the deepest way around here. He was always a dreamer, as deep as his sound as deep he was involving his soul into music. He was born in U.E.A, but Romania adopted him 20 years ago as one of their own. Music surrounded Ali ever since. As a child he took piano lessons. His elder brothers were already into music projects of nu-jazz, downtempo-electro, when Ali decided to produce music for the first time. It was 1996. Two years later, he had his debut as a DJ in the legendary Web Club in Bucharest.

As his passion became stronger and stronger, the artist focused every day more on his musical career and put a lot of hard work toward his dreams. In 2003, Ali was hired at Yama Studio in Bucharest as an audio producer in advertising. This step was a huge aid in the development of his studio skills and the professional side of music production. Over the years Ali played frequently all over Romania which led to the peaks of his Romanian clubbing adventure - the gigs of Sunwaves 2 and Sunwaves 3 festivals. His value as a producer got the international round of applause very quickly: the remix for Woman's Key, released at Be_chosen German imprint conquered deep everyone's heart. All this was followed by releases and remixes on Supernature Recordings, Derivat, Soweso, again Be_Chosen, Connaissance Recordings, DoEasyRecords.

After his success as a producer he played gigs at Sonar Festival in 2009 (@ and Flying Circus @ la casita, alongside artists like Steve Lawler, Mathias Tanzmann, Audiofly and many more. His European touring adventure included gigs in Italy, Grand Canaria, Ibiza - at Underground, London - at T-Bar, Wien and more.

In 2013 Ali made the first release on PLEASURE ZONE called „Feel“ followed by a second release called „Time“. After this he came more often to Berlin to play together with his friends from RAWAX and PLEASURE ZONE at Kater Holzig and Club der Visionäre. Together with RAWAX BOOKING and an album coming up on PLEASURE ZONE he is prepared for 2014!