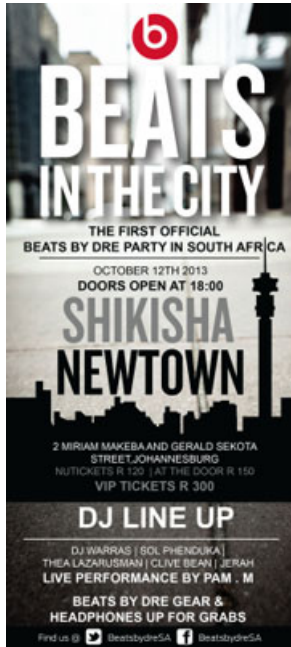


First Beats By Dre Party in Joburg

The first official Beats By Dr Dre Party will be held in Joburg on 12 October, 2013, at Shikisha, Newtown. Expect top names and explosive beats from artists such as: Warras, Sol Phenduka, Thea Lazarusman, Clive Bean and Jerah, as well as a live performance by Pam M.



"With Beats, people are going to hear what the artists hear, and listen to the music the way they should: the way I do," said Dr Dre.

Formerly known as Horror Café, Shikisha in Newtown is the perfect place for the event: the location is right next door to the legendary Turbine Hall (the setting of many premier events during Johannesburg Fashion Week).

One of the many big talents to be showcased at The Beats in the City includes Warrick "Warras" Stock, aka the Shady Lurker. Born in Durban, he attended primary school there while staying with his grandmother. He then moved to Joburg as a teenager and quickly adapted to the fast-paced environment. Stock has become one of the most popular music personalities around. Former Yfm programming manager Vukile Zondi gave him an opportunity to become a jock in 2007. Starting as a DJ with a new line-up in April 2008, he continued to grow ever since.

Take the road less travelled

Solomzi Phenduka, also known as Sol Phenduka has been making music for close to a decade. Even without any singles released, the popular YFM breakfast radio jock has created a buzz, getting people talking and dancing to his music. His brand of house music is a very soulful African sound with influences of Afrobeat and nujazz. With house music being a very popular genre in South Africa, he has always strived to set himself apart and take the road less travelled when approaching his music.

Thea Lazarusman is a young poet from Joburg, spending years performing in some of the city's supreme poetry events and venues. He then decided to chase his love for electronic dance music. His 2009 release with Diynamic mainstay Martin Stimming turned out to be a very prosperous debut. The track Funk With Me was followed by Change and, since then, he has not looked back. He tries to bring a level of seclusion and warmth, offering personal and life experiences that everyone can relate to through his music. Rarely writing down any of his own lyrics, he thrives on free-styling verses in order to speak directly from the heart.

Clive Bean is a Professional DJ and sound fanatic, part of the A&R Team at Soulcandi Records. His music career started in 1994 with his commitment in his high school events in the East Rand township, Vosloorus. His inspiration came from his collection of mix-tapes, which included great names like Ganyani, Tokzen and Bob Mabena's drive-time show that played on Radio Bop.

With many other artists taking the stage, party-goers can expect nothing other than pure Beats Sound, Attitude and Culture at an event that is not to be missed.

Doors open 6pm.

Tickets are available at [Nutickets](#) or at Computicket.

General Access tickets for R120 pre-bookings and R150 at the door.

VIP Access tickets for R300.

For more, visit: <https://www.bizcommunity.com>