



DJ Hooch (London, UK)

Promoter, DJ, music lover and street culture junkie. Hooch has played and promoted clubs and parties all over London from underground warehouse parties to some of the biggest events at the city's major venues! He is part of the infamous Funkin'Pussy crew who have rocked parties & clubs in London and across the UK for over 20 years!

Hooch had the longest running hip hop club in the UK from 1991 to 2003 in Covent Garden's Africa Centre. He also brought over funk legends Parliament Funkadelic for some incredible gigs in the early 90's. The stars passed through undercover and the crowds kept coming but everyone kept dancing! Around the same time the b-boys (breakdancers) started hitting the club and dancing to the beats they weren't getting elsewhere.

In 1996, Hooch started the U.K B-Boy Championships, which has now run every year for 11 years. He also works as a consultant with major blue chip firms & TV production companies, organises world class b-boy/hip-hop projects & events, runs a dedicated street dance studio (Breakstation), an events company (Hooch Events), and is partners in the online hip-hop store & B-Boy clothing label, Armory Massive, started by Cros1 from San Diego which also has partners in Korea & Japan. If that sounds busy, Hooch still DJ most weeks as well!

One of the things he's most proud of is the new PlayStation game 'B-BOY'. Hooch worked alongside Crazy Legs as chief consultant on the game, making sure that it reflected the culture accurately and bringing in the real life b-boys to star in the game.

Hooch has incredible collection of records of all genres and dj's at events ranging from concerts to private functions to corporate functions.

Some of Hooch's DJ credits include:

- Prince's Trust Urban Music Festival
- Nottinghill Carnival
- Red Bull Beat Battle
- Red Bull Breakmasterz
- Sony Ericsson Event DJ
- UK B-Boy Championships
- Vodafone
- Wu Tang, Lil Jon, KRS One

