



BRODYLAND PRESS RELEASE 16 JANUARY 2019

**NEW SONIC AND PARTY COLLABORATION BETWEEN THE STUDIOS (BRODYLAND) AND
BRITISH DJ ALICK SETHI KICKS OFF IN BUDAPEST**

'IS IT WHAT IT IS' 10PM, SATURDAY 19 JANUARY 2019

DJ Alick Sethi @ The Studios (Vörösmarty utca 38, Budapest)

Part of ever-expanding BrodyLand, The Studios has entered into an exciting new collaboration with renowned London **DJ Alick Sethi**. This new collaboration kicks off with a first event called **'Is It What It Is'** on Saturday 19 January 2019 at The Studios.

Alick hits the decks from 10pm and will showcase his impeccable music taste. Guests can expect to be inspired by a mix of styles, genres, tempos, eras, moods, songs and sounds from four decades of electronic underground music.

- Venue: The Studios, Vörösmarty utca 38, 1064 Budapest
- Event info: www.facebook.com/events/681143315612933/

About DJ Alick Sethi

Having presented the Electric Cafe Radio show for 8 years in the UK, Alick says:

"I am proud to call Budapest home, and I wanted to bring the atmosphere of the first electronic parties I went to – definitely old skool! – back in the early 1990s in London. Places like the Ministry of Sound, Heaven, and Turnmills put on incredible parties. Maybe we will never see the likes of these again, but so many styles of music and diverse people mixed under one roof. Underground music should not be elitist or segregating – it was a movement that was born of a need to be inclusive and shared!"

He notes that electronic music is vast and, to some, seems segregated which is contrary to the ideals of the movement started in Chicago, Detroit, London and Berlin in the late 1980s and early 1990s. Thus he ponders: *"what about an event for people who want to discover music DJs listen to outside of their 'specialist range'? Or for those who just like it mixed up?"*

About BrodyLand

A creative hospitality format in Budapest, BrodyLand encompasses five unique hospitality venues in historic buildings which, in addition to The Studios, includes Brody House, The Living Quarters, The Writer's Villa and The Workshop. Co-founder, Peter Grundberg, says:

"Team Brody is excited about the new 2019 cultural programme at The Studios and is delighted to be welcome Alick and his crew this weekend - it'll be a nice combo of London panache and Budapest groove! Hopefully, the first of many fun sonic adventures!"

PRESS INFO: [BrodyLand EPK](#) | [The Studios](#) | [DJ Alick Sethi](#)

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