



|| Bio for Artist: Lovecraft (Mike Fischer) ||

It could be said that Lovecraft's supreme love affair and greatest addiction in life is music. His musical journey began at the age of nine, when he first picked up the guitar, and continued through his early adulthood, earning him a Bachelor's degree in Music Synthesis from Boston's Berklee College of Music.

His obsession with melodies, grooves and a natural gift for instrumentation laid the foundation that eventually led him to his true passion - electronic music.

Today, Lovecraft is a creative amalgamation of musician, music producer, studio engineer and DJ - all rolled into one. He is a true stand-out amongst the industry's musical noise, hailing from the East Coast's newest legion of promising talent in the underground club scene.

The Lovecraft moniker was derived from the famous author H.P Lovecraft, who coincidentally hails from a town merely twenty minutes from where Mike was raised. Born the same week, but 100 years apart, the synchronicities between these two creative souls made for an obvious alias - a name that both conjures sex appeal and a dark edginess that is revealed in his productions and DJ sets.

With an acute ear geared towards the nuances of music, Fisher discovered a mélange of musical genres and a passion for diverse sounds that would inspire him throughout his music career.

Today his DJ sets are best known for their euphonic symphonies interweaving with more melodic and emotional sides of sonic experiences rather than the driving kicks that are overplayed on most dance floors.

After college, with the universe guiding his steps, Mike found himself in Washington DC as a full-time studio engineer for some of the most legendary dance music artists of our day.

Thereafter, gathering the best experiences from all those days in the studio - Mike cultivated his own individual sound and style that he is so well-known for today.

With hard work and dedication to his craft, the output of his labor manifests as robust idiosyncratic grooves, off-kilter moods and perfectly timed melodies placed at the right moment.

It is by no surprise that Lovecraft appeared on the bill for a Top 10 Record on Beatport's Deep House Chart (Remix of Art Department's Robot Heart track) - released on No.19 Music. A collaboration between Mike and his close friends, Prab K and Jon Charnis (Innervisions, ADID), caught the attention of mega producers, Art Department and also landed itself in the #8 position on the chart, with the deft work of Lovecraft helping bring this track to life.

Since then, Lovecraft's success has only continued to blossom; he's played some of the biggest stages in the US alongside some of the underground music elite, such as Tale of Us, Lee Burridge, Jamie Jones, Thugfucker, Carl Craig, Audiofly, Visionquest to name but a few.

Emanating clarity and focus upon the future – Lovecraft represents a new pedigree of far-sighted talent driving modern electronic dance music. He considers the forthcoming with relentless pursuit for nothing more than the love of his art . . .

-j. hill, the writing studio ny ©2015

Short version

The creative amalgamation of musician, music producer, studio engineer and DJ - all rolled into one, Lovecraft (aka Mike Fisher) represents a new pedigree of far-sighted talent driving modern electronic dance music.

From the moment he first picked up the guitar at age nine to earning a Bachelor's degree in Music Synthesis from Boston's Berklee College of Music, to snagging a notch on his belt for Top 10 Record on Beatport's Deep House Chart (Remix of Art Department's Robot Heart track released on No. 19 label) - Lovecraft has undeniably proven his significance as a true stand-out amongst the industry's musical noise.

Outside of the studio, he's appeared on some of the biggest stages in the US alongside some of the underground music elite, such as Tale of Us, Lee Burridge, Jamie Jones, Thugfucker, Carl Craig, Audiofly, Visionquest to name but a few.

Always exuding clarity and focus upon the future – Lovecraft considers all that is forthcoming out of his bright vision with conviction and confidence. With

relentless pursuit for the love of making his art – to Lovecraft, the journey is
always more important than the reward . . . -j. hill, *the writing studio ny* ©2015