

## Biography – Sam Cannon – Hed Kandi DJ



Sam Cannon has always had a passion for music. Influenced by the emergence of rave music, he travelled all over the UK to listen to the latest music being played by the top DJ's in the early 1990s. Sam started to build his collection of music and was soon playing on radio stations in and around London.

Building his experience of different musical genres, Sam finally settled on a more funky music sound and moved to Ibiza in 2000 to work as a PR

manager and DJ for Kanya, one of Ibiza's top sunset bars. Sam continued with his DJing whilst living on the island and played alongside world famous DJs who visited the island from 2000-2003. These DJs included Paul Oakenfold, Hernan Cattaneo, Satoshi Tomiie, and Bobby and Steve. It was during this time that Sam met the promoters of Garlands, the legendary club from Liverpool, England, where he worked as a DJ for two years.

In 2005 Sam moved back to London to start working with the international brand Ministry of Sound, working with compilation labels and tour nights Housexy and Clubbers Guide. At the start of 2006 he joined the events team for Hed Kandi, co-ordinating events in the UK and internationally for one of the world's biggest music brands.

Later that year Sam was asked to join the Hed Kandi DJ team. Sam now plays at some of the most respected and well-known venues across the globe. Sam has played at a New Years Eve party for 3,000 invited guests at an exclusive hotel in Sri Lanka, a private birthday party playing alongside the likes of Mark Ronson and at clubs set in cliff faces overlooking beautiful sunrises in Brazil.