



Paxahau Company Biography 2007

Detroit – Half way through the first decade of the 21st century, many images of the future come to mind. For most people, those images do not include Detroit. For the young men that comprise this group, there is no other place in the world where the future matters more. As momentum of being the “birth place” of techno ebbs, and many artists and supporters move on to other locales where our music is nurtured and accepted, we stand solid and strong in a sea of adversity, continually striving to expose more people to the world of music we know and love. Our niche is producing and promoting electronic music events, and our mission is to perpetually and consistently be the best at what we do.

With eight years behind us as a group our relevance in this market is unparalleled. These years have been spent on developing relationships globally with like-minded individuals and groups to strengthen the evolution of our culture. Within our organization, each individual has a justified and important function. Each person was chosen to work with us because of their ability to thrive within the parameters of a certain position. It is attention to details such as these that have allowed us astonishing success in developing and maintaining true friendships based on respect within this industry on a local, national and international level.

Paxahau is guided by individuals with a combined total of over 60 years in the electronic music scene in Detroit, including event promotion, record labels, distribution, artist development and booking, marketing, production and management. Our era of enlightenment was during what many consider to be the most formative age of Techno, the early 1990's. During this time, we learned the importance of avoiding the average nightclub atmosphere as much as possible in order to expose the attendee to the most spontaneously enriching experience attainable.

Having gained experience on so many levels in this industry, it is a mission for us to present electronic music in accordance with the highest standards conceivable. Our production, on all levels, is treated with the highest priority. Presentation is Key. Our experience allows us the advantage of being able to perpetually present our events in different and unique spots throughout the city, thus keeping our events feeling fresh and creative.

The goal of any organization is to grow. Since the inception of Paxahau.com as a web-station in the fall of 1998, our function as an organization has evolved exponentially. Marketing for our company has remained within basic electronic correspondence. Most of our supporters have learned about us through word of mouth; genuine audience interest in our activity has been our most powerful ally.

Our site now averages 500,000 hits a month from all over the globe and we produce over 20 events a year in Detroit. Carrying a consistent level of quality symbiotically through all of our projects has proven a challenging task, but eight years later our company and its reputation is one of the strongest in the industry.

2006 marked another milestone for Paxahau as it was the first year that we entirely produced Detroit's Electronic Music Festival, occurring each year at the end of May in Hart Plaza, downtown Detroit. After years of the festival missing its mark for a multitude of reasons, we were able to produce an event in only 8 weeks that boasted more than 150 acts over 3 days, eliminating doubt about the future of the event and once again placing it on solid ground. We now have a commitment from the city and plan on utilizing the festival as a tool to attract like-minded individuals to Detroit, establishing it as a destination city. This vision for Detroit and its future growth has led to our involvement with various projects and think tanks dedicated to exposing the rest of the world to the wealth of our region.