



DJ ACE - The Biography

A Legend Since Day One

To sum up such a rich career as DJ ACE's is not an easy task. Because what he has accomplished in one lifetime would normally take the course of several lives.

You want a little story illustrating the fervor that animates the out-this-world DJ? Well, in 1996, during a concert performed by Run DMC, ACE jumped on stage and electrified an audience that was soon to be hooked on the extraordinary talent of the ACE. This is how ACE's magic works. This citizen of Basel (Switzerland) with a very strong personality knows what he wants and never bothered following the trends! His career relies on these three foundations: know-how, will-power and self confidence.

"When you stop you take a step back", he says. His passion for music always drags him into new projects.

A business oriented DMC Champion

In 1986, he first started spinning under the name of DJ ACE. Five years later, he finished 2nd runner-up at the DMC Championship. And this is thanks to his reliable equipment and not money, glory or women!

Not only was he a talented spinner behind the turntables, but also very quickly did he develop a witty sense for business. At that time in Switzerland hip-hop is only at a very early stage. And to overcome it, ACE founded the Kings Organization that would become very soon THE reference in the promotional event industry in Switzerland. In the 1990's, he stated that spinning only in Swiss-based and international clubs was not enough. He then decided to open his own store: ACE Records. There you could find everything this hip hop aficionado cared for. And once again success was knocking on his door. Running his business did not prevent him from winning three times in a row the DMC Championship between 1996 and 1998.

From Brass Band to Kelly Rowland

After these three victories on the Swiss soil, DJ ACE has nothing to prove anymore. However, outside the Swiss territory, everything still needed to be exploited. So when the legendary label AV8 offered him a contract, he did not hesitate one second. He became the second European DJ to be contracted by the Americans. The same year, he founded his own label Starsal 74 under which he would produce several records between 2001 and 2007.

Despite ACE's international projects, Switzerland remains his landmark where we could see him play with the National Brass Band during the Helvetian Exhibition

In the meantime his international career takes steps forward. He recorded a mixed tape with DJ Tony Touch "Don't Touch the ACE"; in France he had his own radio show "the DJ ACE Show" airing on ECN radio that would gather 28,000 listeners daily. He also started to produce for Fatman Scoop, Beenie man among others.

This international success will lead him to sign major partnerships with prestigious companies in the music industry such as Nike, Carhartt, Red Bull, Rane, Ortofon and Montana, leader in the fabrication of paint cans ended up offering him his own color, called "The Blue Ace".

In 2005, ACE set up a new challenge and decided to fly to New York, the Mecca of the Hip-Hop industry. His show, "New York Style" is very soon airing from the United States to England, via Switzerland and Turkey.

In 2007 he signed with Columbia records, which will allow him to make several productions and a mixed tape for Kelly Rowlands, the lead singer for Destiny Childs. Impressed by his works, the band M.O.P. hired him for their Tour.

Still On Top Of His Game

Today, ACE is back in Swizerland. But his talent is international. To prove it: his recent productions for Krumbsnatcha (GangStarr Foundation) and Afu-Ra.

DJ ACE might be old school, but he does live in the past. ACE is a businessman who has never lost his love for the Hip Hop culture. His motto was and still is INNOVATION! That what makes him a reference even after 20 years for a whole generations of Disc Jockeys.