

CRAIG ROSEBERRY

= Biography =

Industry veteran **Craig Roseberry** has forged a reputation as one of the hardest working unsung heroes of the electronic and dance music underground. Borne out of New York's pioneering mid-late 80's underground club and "Downtown" avant-garde art scene, the industry veteran has established himself as a multi-faceted impresario and influential tastemaker with an impressive pedigree.

As a respected music journalist, his words have graced numerous liner notes, as well as the pages of *Billboard Magazine*, *BPM*, *XLR8R* and *Stereophile*. With his Shifty Entertainment artist management and marketing company (launched in 1998), Roseberry has also become a successful manager and "niche" marketing/A&R consultant with a diverse array of clients that includes: Yoko Ono, Kudu, Vanessa Daou, Peter Daou, Richard Morel (Morel/Pink Noise), Rob Rives (Floppy Sounds), Oscar and Grammy award-winning composer Craig Armstrong, punk legend Bob Mould, Cottonbelle (aka Stuart Matthewman of Sade/Sweetback), Sony BMG Entertainment, Reprise/Warner Bros., Nonesuch, Interscope, Beggars Group, TWISTED Records, Hed Kandi, A Touch of Class, Exceptional Records UK, and Kiehl's Since 1851.

His discography features several critically-acclaimed collections including: Yoko Ono's *Yes, I'm A Witch* and *Open Your Box* (2007, Mindtrain/Astralwerks); *Afterdark: Chicago* (2005) and *Midnight Soul 2* (2005), both on US electronic/dance indie Kinkysweet Recordings; *The Night Shift: Laid-Back Trip Hop and Ambient Grooves* (1996, C&S Records); and the *Ambient Extractions* series (also released on C&S Records).

As a DJ (working under his "DJ Shifty" alias), Craig has adopted a unique eclectic style infusing elements of electronic, dance, soul, house, Afro-Latin, future jazz, jazz-fusion, post-rock, cinematic 60's pop and beyond to create a dynamic signature sound that is lush, sultry and hypnotic. His distinctive sound has attracted the attentions of the fashion elite, where he has served as a music consultant and DJ for various top designers and fashion show including Luca Luca, Christian Dior, Fendi, Jill Stuart and James Purcell.

In 2008, Roseberry launches his latest venture, KID Recordings, his indie electronic, dance and post-rock imprint, starting with the Moods compilation series on Backdrop, in conjunction with ObliqSound. With an eclectic roster of artists including Vanessa Daou, Soft Complex, Rob Rives, Glasgow-based electronic "shoegazers" Findo Gask and more, the label promises to be a unique outpost for intelligent music for sophisticated music lovers specializing in lifestyle marketing and promotions, branding, emerging technologies, synch licensing and securing strategic partnerships for its diverse releases.

For more information and/or booking inquiries, contact: craig.shiftykid@gmail.com