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Artist Information

artist: Cubixx
style: progressive psytrance
country: Germany

Biography:

Cubixx (*Head of Iono Music*)

A cube is a geometric, three-dimensional shape. Each of the six square faces is equal and creates a steady, strong but predictable form. However, what happens when somebody manages to see beyond the ordinary shape?

What happens when a person starts to treat this cube as a Rubik's Cube, and create a complex and creative new form? This might be exactly the case of Cubixx, aka Mattias Sperlich.



Cubixx @ VuuV Festival 2011

Sperlich was born and raised in Berlin, Germany, and was deeply influenced by the growing Electronic genre boom that emerged after the wall broke down. He bought his first vinyl when he was 16 years old (Cosmic Baby - '+') and was fascinated with the new sounds, especially the ones that came from Eye Q and Hard House records.

He had begun to explore his mixing skills in 1993, and realized it will take many hours of hard work for him to figure out how to master the DJ art form. But Sperlich was too stubborn to give up, and his persistence in achieving perfection made him practice like a maniac for the next 2 years.

After endless months of practice, Sperlich could mix from his sleep, and that was the time to get out of the bedroom and into the dance floor. His DJ name at that time was Cubic, and he performed all over Germany with the new Techno sounds.

In every person's life there is a turning point, something that changes the whole point of view on life, career and the future. For Sperlich it was the birth of his son in 1999, which made him rethink the whole idea of being part of the music industry. He wanted to get more 'serious' and so he went to study *Media Design for Picture and Sound*, where he graduated in 2005.



Cubixx @ Soulvision Festival 2011

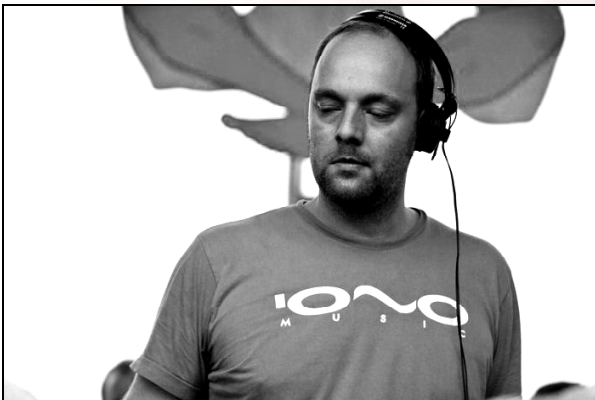
He started as a camera assistant at TV studios and then progressed to the Graphic department at a TV company called Cine Plus.

After accomplishing the 'responsible' part of his life, and working as a professional VFX artist for cinema and TV, he still felt that something is missing. Although he decided to put aside his musical career, it haunted his unconscious mind, and started to bubble slowly and gradually after he went to Fusion in 2001.

In that festival, he had his first encounter with Psychedelic Trance, and was immediately hooked. This uncontrolled fascination with Psychedelic Trance brought Sperlich back to the decks, with a new and improved version of himself - **Cubixx**.

He was deeply influenced by the uprising Progressive Trance genre, led by Iboga Records & Spiraltrax, and was especially enchanted by Vibrasphere, Atmos and Phony Orphans. It wasn't long after that together with Marcus Felter, Sperlich formed a project named Koaxkaos. They tried to find a label that will release their debut album, but didn't find one they liked, and so Cubixx decided to do what many other disappointed artists do – open a label.

In 2005 Iono Music was born in an attempt to bring a fresh, innovative and creative new label. Having a stable and independent ground from his other career; Sperlich was able to run Iono in his vision of high standards and originality. Being a devoted family guy in his personal life, he knew it is the best way to operate a project that is dear to his heart, and so he implemented it in Iono Music as well.



The overwhelming success of Iono Music was a clear sign that this kind of label was missing in the Psychedelic Trance music industry.

It was also a sign for Cubixx that he needs to devote huge amounts of energies in order to grow his new baby, into a professional living organism.

Being the mother and father of Iono Music, Sperlich is juggling between being a label manager, A & R and a Booking Manager, to keep a clear and consistent musical agenda that benefits the whole family.

Today, Cubixx has mastered his Rubik's Cube, turning it each time into a different direction while preserving the main structure that keeps him strong and secure. In a never ending quest for excellent music for Iono Music and his DJ sets, he evolves and conquers new regimes, but never forgets to keep his legs on the ground.