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BEATPORT LAUNCHES NEW ORGANIC HOUSE / DOWNTEMPO GENRE CATEGORY

A new space dedicated to deeper, slower, and more meditative shades of house music.

BERLIN, DE - JUNE 23, 2020 - Beatport, the world's number one destination for electronic music, has announced that it has expanded its deep genre classifications even further, with the launch of **Organic House / Downtempo**. Cultivated by acts such as **Sabo, BLOND:ISH, Britta Arnold, Shawni, Bedouin, Nicola Cruz, Oliver Koletzki, Lazarusman, Namito, Amonita, Behrouz, Amine K, Mira, Acid Pauli, M.A.N.D.Y., Damian Lazarus, YokoO, KMLN, Pachanga Boys, Monolink**, and many more, the slow and radiant sound of this particular style of dance music has emerged from desert-dwelling parties to a place of global fandom that warrants its own space on Beatport. The genre includes storied labels such as **Do Not Sit On The Furniture, Sol Selectas, Crosstown Rebels, Desert Dwellers, Get Physical, RADIANT., Hoomidaas Records, Pipe & Pochet, and Bercana Music**.

The new genre coalesced around feedback Beatport received from its prominent labels, artists, distributors, and the Organic House / Downtempo community. Whereas previously this genre was spread across Afro House, Deep House, Electronica, Melodic House & Techno, this music now has its own space in which to thrive and showcase its many talented artists and often long-running labels.

Speaking about the launch, **Raphael Pujol, Beatport Head of Curation**, stated, "We are thrilled to give the extra visibility to this music through the creation of the Organic House / Downtempo genre classification. This unique sound was scattered over 3 or 4 genres and made it very difficult for customers to find the music they love, and to give the amount of exposure they deserve to labels and artists."

Echoing Pujol are a few of the genre's leading artists, like **Acid Pauli** "Up to now it has been quite challenging to find this kind of music here. This should be a lot easier now, but some digging is still needed to find the gems."

Britta Arnold joined in and said, “I am happy to see Beatport always upgrading their genre classification helping music lovers find the music they love.”

Stil Vor Talent’s Oliver Koletzki said “It’s always nice to see Beatport striving to give visibility to all the different styles of electronic Dance Music. Happy that Organic House / Downtempo will give djs more access to this music they love all over the world”.

Sabo, founder of esteemed label **Sol Selectas**, who said of the genre launch, “We hope these new genre updates will allow listeners to find our deeper organic sounds more easily and give artists a better chance to chart. We appreciate the continued support of Beatport for these new sub-genres of house music.”

Furthering the point, **M.A.N.D.Y.** stated, “I am very much in love with the new genre. On both **Get Physical**, and especially on **Kindisch**, we have been promoting the organic shades of house music for a long time and I have really started to enjoy intimate open-air gigs in nature, where this deep, slow, warm and soulful music is well rooted.”

Beatport plans to celebrate the launch of the new Genre Category with one of its famed marathons ReConnect live streams this July.

Discover the genre on Beatport: <https://www.beatport.com/organic-house-downtempo/93>

About Beatport:

Founded in 2004 as the principal source of music for DJs, Beatport is today the worldwide home of electronic music for DJs, producers, and their fans. The Beatport Store offers music in premium digital formats and provides unique music discovery tools created for and by DJs. Beatport LINK allows any DJ to access the Store catalog directly from their favorite performance hardware and software as well as access without an internet connection in their patented Offline Locker. Each week, Beatport’s music collection is refreshed with hundreds of exclusive tracks by the world’s top electronic music artists. Beatport has offices in Los Angeles, Denver and Berlin. Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

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