

BASEMENT BHANGRA 1st Thursday of the month at SOBS, 204 Varick Street, NYC

"Basement Bhangra a monthly jaunt at S.O.B.'s on Varick Street, has been one of the hottest parties in Manhattan for nearly five years. That's a gold key achievement in club- land."

Newsday, February 27, 2002

"incredible music and dance fusing the best of eastern tradition and western production."

Fader Magazine, August 2001

"the must dance destination for young South Asians as well as an expanding number of dedicated clubgoers."

New York Magazine, October 22, 2001

Voted Top 10 dance party.

Citysearch.com, Summer 2001

"Basement Bhangra is a perfect expression of what New York City has really always been about."

Time Out New York, September 2000

"...gaining entry after midnight could prove impossible."

Billboard Magazine September 25, 1999

"She (DJ Rekha) is among the genre's most important players in the US."

Jane Magazine, August 1999

"One of the most unique experiences in the city."

Paper Magazine, April 1998

"It happens to be the best party in NYC."

New York Magazine, December 1997

Since its launch in 1997, Basement Bhangra has forced New York to sit up and take notice of Bhangra, rapidly making the outsider art-form an essential part of the NYC club scene. Although Basement Bhangra's success is built on loyalty to the sensibilities of its core audience, the 1st Thursday of every month finds SOBs overflowing with a crowd that comes in every shape and color. DJ Rekha's production company, Sangament, has succeeded in putting Bhangra and Indian pop on the map of music consciousness. As stated in *Billboard Magazine*, "gaining entry after midnight could prove impossible." With few others providing the avenue of "roots bhangra meets urban New York," Basement Bhangra has enticed the ears of many and has successfully sold out every month. Furthermore, having Basement Bhangra centered in New York has increased its media exposure. Basement Bhangra's 5th Anniversary Party at the Roxy on April 4, 2002 featured The Dhol Foundation, Balwinder Safri with top notch Bhangra producer Ravi Bal and a full live band a rarity in New York.

Basement Bhangra has showcased the talents of several fine artists including Indo-Brit hit, Bally Sagoo, UK's renowned Apache Indian, and Stereo Nation. DJ Rekha has been invited by Mercury Prize award winner, Talvin Singh and has supported the promotion and releases of artists on Tommy Boy, London Records, and Real World, among many other record labels. Sangament's connection to the industry in addition to its commitment to quality and cutting-edge artistry foreshadows a future packed with stellar line-ups and the continued explosion of Bhangra in North America.