

## BIROCRATIC

Bio (Fall 2016)

Birocratic (born Brandon Rowan) is an NJ-based, NYC-bred bedroom producer and beatmaker. After a few short years spent creating hip-hop headnodders in the shadow of giants—J Dilla, DJ Shadow, and Nujabes, to name a few—Biro has grown his signature sound into an expansive palette that combines evocative samples and vintage synths with airy, complex percussion. A multi-instrumentalist at heart, Biro is equally at home sampling as he is playing and recording. He first reached ears at BuzzFeed’s production offices in 2013, and his ever-evolving catalog of tunes has since been featured in their videos (and many others’), reaching nearly 80 million listeners in the process. Never truly satisfied, he indebts a healthy dose of his inspiration to his surroundings—most notably to his annual summer-long stint in Cape May, NJ, where he develops much of his music. His forthcoming *Replaced* EP (Oct 2016) is a vivid watercolor of internal conversations led by a solitary existence in his oceanside hometown. Throughout *Replaced*, Birocratic deftly fuses palettes, painting over crunchy jazz chords and organic instruments with his unique ear for electronic flavor and precision.

