



## INTRODUCTION 100% PURE

100% Pure is Amsterdam's longest running tech house label, co-founded in 1993 by Dylan Hermelijn [aka 2000 and One] & Sandy Huner and now run solely by Dylan.

International DJ, producer and 6 time label heavyweight 2000 and One has been a pioneer in the electronic dance music scene since the late eighties. It is his musical vision that has ensured 100% Pure has been continuously spinning on the DJ decks for more than 25 years. Just a browse through the back catalogue is enough to make you breathless without even stepping on the dancefloor. And with its defined techhouse sound moving the clubbing crowds towards its 30th year of dance music perfection, it's no surprise that 2000 and One thought to call it 100% Pure back in 1993.

The 100% Pure legacy began in the early 90's in Amsterdam with the birth of "Babies from Gong" (Dylan Hermelijn and Sandy Huner) and grew quickly to welcome music visionaries including Detroit legend Derrick May, classic Acid House "Edge of Motion" (aka 2000 and One & DJMadskillz), as well as release a staggering amount of underground dance anthems such as Tropical Melons, Dillema and respected albums such as the techno classic "Secret Life of Machines" by Steve Rachmad.

In no time at all, 100% Pure became the dance fuel for party drivers such as Richie Hawtin, Loco Dice, Sven Vath, Luciano and has put Amsterdam's sound on the international clubbers map. Paving a way for the successful launch of 2000 and One's other labels and hailing him as the inspiration for Amsterdam's new sound generation, as well as the glue that binds it.

With 2000 and One classed as a hero of the Dutch house scene by Beatport and acknowledged as the leader of the new tech house movement, its only natural that his label 100% Pure also continues to lead the dance pack by breaking new sound barriers. Continuously injecting fresh tech house twists to a club class roster that now includes producing phenomena such as Jay Lumen, Christian Smith, Stefano Noferini, Kaiserdisco, DJ Madskillz as well as 2000 and One himself.

Its massive international following has guaranteed the label's output has scorched the club systems of nearly every party hotspot around the world and with 2000 and One's imagination at it's A&R helm and the continued support of DJ greats such as Richie Hawtin, Ricardo Villalobos, Loco Dice, Luciano, Pete Tong, Carl Craig to name just a few, its clear that 100% Pure will continue in its promise - dancefloor perfection!

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