



Sierra Sam

WORLDWIDE
based in Berlin

Holic Trax, Upon.You , Serialism , Best's Friends

Since being bitten by the techno bug some twenty years ago, Sammy Goossens aka Sierra Sam has been following the steady pulse of the kickdrum. Starting as a party promoter in his Belgian home town Liege, it didn't take long until he hit the studio and immersed himself in the fine art of using drum machines, synthesizers, outboard effects - and solving MIDI problems. As part of the 6th Sense Approach, a collective of befriended djs and producers with a shared love for technosoul made in the Motor City, he started releasing records on the belgian label Reload shortly after. Soon his solo tracks caught the attention of the legendary R&S Records, who signed him for their sub-label Generations in 1997. The b-side featured a remix by Underground Resistance mainstay James Pennington aka Suburban Knight, who he had booked for one of his partys a year earlier and eventually started to work with him, co-producing Suburban Knight's classic album "My Sol Dark Direction" for Peacefrog as well as various other singles and remixes. Apart from working with Suburban Knight he continued releasing records on labels like Pure Plastic, Teknotika, Rotation, Trapez Limited and Müller Records. His frustration about not being credited for his work on "My Sol Dark Direction" resulted in starting his own label Toys For Boys with Marcus Vector. Under his new alter ego Sierra Sam (or D.I.Y. together with Vector) his sound embraced the emergent new wave of techno minimalism of the early noughties. In 2006 he relocated to Berlin where he started working as a label manager for Jay Haze's labels Contexterror and Tuning Spork, which brought him to release on both of them. In 2009 he co-produced Bloody Mary's debut album "Black Pearl" for Contexterror. More releases on renowned labels like Dirt Crew, Supplement Facts, Serialism, Upon You, or Souvenir followed and resulted in a busy schedule performing analogue live sets at some of the world's most revered clubs like Goa in Madrid, Fabric in London, Rex in Paris, Analog room

Dubai , Wood in Brussels or Watergate and Panorama Bar in Berlin. If he is not travelling the world he is managing Tiefschwarz' label Souvenir, working on new music or hunting down his favourite drum and analogue synthesizers.

May 2014 , Sam teamed up with Bulgarian techno hero KiNK for a very special 3h20 improvised live jam at Watergate club Berlin . The two recorded the three days of rehearsing as well as the show and are in the middle of a huge editing process which will result of a " Live at Watergate " CD second quarter of 2015 . In the meanwhile , Sam has been busy producing new tunes for Upon.You , Sound of Vast (together with Pascal Hetzel) and just had a retrospective of 32 of his past tracks on Best's Friends rec. plus a 4 tracks ep on Tomoki Tamura's Holic Trax .

Sam's own live sets always include following machines : Elektron Octatrack , Elektron Analog Four ,Roland Aira TR8 . On request he can perform a full machines set with Roland TR909 , Akai MPC 1000 , Roland MC 202 and many more toys.

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- Electron Octatrack
- Electron Analog Four
- Roland Aira TR8

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