Ma Sha

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MaSha is a New York-based producer and DJ who has been active in the scene since 2017 when she co-founded event series - now a NYC staple - Kindergarten. Since then, she established a radio show which holds a monthly residency on The Lot Radio, as well as a record label that has won “Best Breakthrough Label” at the 2022 DJ Mag North America Awards.

Focusing on cosmic club workouts with wigged-out rhythmic structures, the label “has become an essential outpost for hard-to-define, easy-to-dance-to club music in just two short years” [DJ Mag]; presenting “twisty, rowdy and unpredictable club music rooted in techno from both sides of the Atlantic” [Resident Advisor].

Apart from running Kindergarten Records, MaSha is currently focusing on her solo productions to present her take on experimental high-voltage dance music. “The Kindergarten Records founder does what she knowsbest: producing brain-melting club music with metallic drums that bounce with the force of a ricocheting pinball.” [Resident Advisor].

She has released on Steel City Dance Discs, Nervous Horizon, Nerve Collect and has made appearances on TraTraTrax, Rhythm Section International, CEE as well as Kindergarten Records. However, MaSha is not a novice within the realm of production; as she has been active as half of the band ShaRu who have been on the radar since their debut EP in 2019.