



**Genre** Techno, House (Deep, Tech, Progressive) & Ambient  
**Members** Adam Force & Ian Resler  
**Hometown** New York City, USA  
**Record Label** AlterImage / Baroque / Jetlag / Ready Mix / Aleph / Method / Nightshade / Stripped  
**About** NYC dj/production duo rocking the best sounds of Techno and House  
**Description** DJ/production/label owner/event organizer duo from New York City.

Adam Force and Ian Resler know good music. After meeting in the thick of the illustrious club scene of New York City, they became fast friends, but it was their love of music that grew their friendship into a successful partnership forming AlterImage. Since then AlterImage have spun at every major New York club alongside the world's best djs and have productions and remixes on labels like Baroque, Ready Mix and Jetlag. They also run their forward thinking electronic music label AlterImage Recordings.

The AlterImage style is at once eclectic and underground, embracing the uplifting grooves of progressive house, the grinding power of tech house, and the hypnotic sound of techno. New York sets the stage for what is hot in music, and what is popular is constantly changing. Ian and Adam have been able to keep up and even stay ahead of the trends. They cultivated their sound at clubs like Pacha, Cielo and Crobar opening up for the likes of Steve Lawler, Jimmy Van M, Nick Warren, Markus Schulz and countless others.

AlterImage is dedicated to producing dynamic, club focused sounds with a distinctive groove-infused style. Their music has been supported by Hernan Cattaneo, Nick Warren, Anthony Pappa, Luke Porter, Cid Inc & Chloe Harris to name a few.

AlterImage sees the future of music as the blending of genres, and with the acceleration of technology, producing music has become more accessible. Some may see this as a bad thing, but to AlterImage it's a new channel for cutting edge sound that challenges the status quo. Be it techno from Germany or progressive from South America, AlterImage is committed to promoting electronic music from around the globe, because they understand that no other culture of music so unites the world we live in.

From the onslaught of its creation, their label AlterImage Recordings boasts a stable of some of the biggest names in modern dance music with artists like as Cid Inc, Lank, Logiztik Sounds, Erphun, Stel, Loco & Jam, Ricky Ryan and Peter Martin just to name a few. They want to bring dance floor inspired music to the masses, while working with people they respect. Having a successful label gives them the leverage to produce the artists they love while also looking to the future, developing dynamic new talent that would otherwise go unheard.

The creative genius of this exciting label lies in their holistic approach. Along with releasing high quality tracks, AlterImage showcases their talent in the best NYC night clubs, testing their music where it counts: on the front lines of the dance floor. For those who can't make it out, they also run a bi-monthly show on the Exposure NYC channel on Di.FM.

AlterImage is creating the electronic sounds of tomorrow; groovy, rich music true to its underground roots, infused with a diversity of style that reflects the heart of the electronic dance culture.

Website: <http://www.alterimagerecordings.com>

Artist page: <http://www.alterimagerecordings.com/artist-alterimage-menu.html>

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