



## GIANT STEP

Established in New York in 1990, Giant Step started as a weekly underground dance party that featured live musicians with DJs. Over the last 15 years it has grown into an internationally respected brand. The company is now a leading concert promoter, music and lifestyle marketing company, and independent record label. Giant Step's mission is to introduce high quality, innovative music, talent, and products to our national and international community.

Giant Step will only work projects that it is passionate about and our community takes note of this fact. They respect and pay special attention to the projects Giant Step gets behind due to the consistently high standard of quality. Whether it is our own releases and parties or work with other record labels, media companies, and consumer brands; Giant Step develops grassroots marketing campaigns targeted at its audience. These campaigns reach lifestyle tastemakers (key boutiques, restaurants, bars and select individuals in advertising, film, fashion, and music), DJs, Giant Step fans, and national urban audiences.

A leading independent concert promoter since the company's early days, Giant Step events are associated with having fun and introducing new and quality music to an eclectic audience. Over the years Giant Step, has produced hundreds of memorable shows, concerts, and events. From debuts by Macy grey, Air, Jamiroquai, The Fugees, Brand New Heavies, Jill Scott to Fatboy Slim, Kruder & Dorfmeister, Bebel Gilberto, Massive Attack, Zero 7 and beyond.

Giant Step Records was founded in 1995 as the logical progression out of its shows and marketing. From the earliest releases by Nuyorican Soul and Groove Collective to recent releases from Gilles Peterson, Ultra Nate, Zero 7, Jody Watley, Donnie, Jiva, Sara Devine and Zap Mama, Giant Step Record's catalog continues to cross boundaries and defy categorization. With elements of soul, jazz, and electronica, Giant Step Records reflects co-founder and CEO Maurice Bernstein's vision of releasing "simply good music."

Giant Step hosts most of its DJ driven events at Cielo each month and has included guests from Gilles Peterson, Jazzanova, Ben Watt, and Norman Jay.

### SELECT LINKS

[www.giantstep.net](http://www.giantstep.net)