



Biography 2017

While others are restrained by genre association Will Atkinson runs free, refusing to conform or be pigeon holed.

Is he tech, trance, techno, electronica, progressive, experimental.....?

He is all of them – and so much more.

And it's this ambidextrous talent that has been the driving force behind Will's vast appeal and subsequent ever-growing army of passionate fans the world over. The video for his recent single "**Pat Butcher**" (**Beatport number 1** for 3 weeks) generated 1.6 million views in 48 hours – so to say this exciting young uber talent is on fire right now, would be something of an understatement.

Will Atkinson is an entity that congers up futuristic soundscapes for the jilted generation. Responsible for over 100 **BBC Radio 1** airplays and 6 **Beatport** number 1s the kid that began mixing records at the age of 7 has certainly come of age.

It's no wonder therefore that with this level of hype that the **BBC** have now asked Will to join their illustrious **Radio 1** line up, as one of their new residents presenting a series of monthly shows that kick off in July of this year.

Will's discography is quite simply a long list of hit records. "**Pat Butcher**", "**Victims**", "**Numb The Pain**", "**Subconscious**", "**Mesmerize**" (ft **Rowetta** from **The Happy Mondays**), "**The Gamer Changer**", "**Fresh Meat**"..... all genre defining, chart topping, iconic titles that set the bar uncomfortably high for Will's peers to try and follow.

Having released on all of the scene's coolest labels including **Subculture**, **Kearnage**, **FSOE**, **Spinnin'**, **Armada**, **Perfecto Fluoro** and **Vandit** - the demand for Will's production skills is truly rampant.

His tour schedule reads like a catalogue of the coolest festivals and clubs in the world with a residency at **Cream Ibiza 2017** and regular peak time slots at **EDC Vegas**, **EDC Mexico**, **Dreamstate** all over the US, **Beyond Wonderland**, **Creamfields**, **Luminosity**, **BAT Buenos Aires**, **Subculture Australia**, **Earthcore**, **ASOT** and many more.

Today Will joins the elite **VII** collective to launch a brand new record label that promises to push the boundaries of cutting edge electronic insanity. His monthly **Mainline Radio** show is fast becoming a soundcloud sensation with tens of thousands of loyal listeners tuning in each month to hear what's hot in Will's world.....

At long last a new headliner of genuine substance and quality is born.

*"I love Will's tracks and have been playing many of them in my DJ sets and radio shows.
He's one of the best artists out there!"*

Armin van Buuren

*"A pioneer, unique super talent making the freshest music in our scene. Everything Will
makes is razor sharp cutting edge."*

Simon Patterson

*"Will is an extremely rare talent that only comes along every 10 years or so. No one can
touch him right now when it comes to trance and tech trance"*

John O'Callaghan

*"Will is so forward thinking with his music. He always manages to create something
unique that sounds like nothing else out there".*

Sean Tyas

*"Will's music is off the chain. It's so refreshing and exciting. He's a true genius – both on
the decks and in the studio".*

John Askew

Facebook /willatkinson

Soundcloud / willatkinson

Twitter /willatkinsonyes

Instagram /willatkinson90

Management inquiries: info@stadiumartists.co.uk

Bookings USA: scolton@apa-agency.com

Bookings ROW: james@assuredagency.com