

Sam Cannon Bio



From his early years of experimenting with every instrument under the sun, Sam Cannon always had a passion for music. Influenced from the early days of Rave and travelling up and down the country to get a fix from the latest sounds being played from the top DJs in the early '90s, Sam started to build his collection of music and was soon playing on pirate radio stations in and around London.

Moving from Hardcore, to Hard House, to Trance and then finally settling with the more funky sound, Sam moved to Ibiza in 2000 to work as a PR manager and DJ for Kanya, one of Ibiza's top sunset bars and venues. Hosting parties for all the top brands on the island, he continued with his DJing playing alongside the big names to visit the white isle from 2000 – 2003, such as Paul Oakenfold, Hernan Cattaneo, Satoshi Tomiie and Bobby & Steve. During this time Sam met the promoters of Garlands, the legendary hedonistic club from Liverpool, where he moved to in 2003 for two crazy years of DJing and partying around the city.

In 2005 Sam moved back to London to start working with Ministry of Sound working with the compilation labels and tour nights Housexy and Clubbers Guide. At the start of 2006 he moved onto the events team for Hed Kandi, co-ordinating events in the UK and internationally for one of the world's biggest house music brands.

Later that year later Sam was asked to join the Hed Kandi DJ team. From exclusive NYE parties for 3000 invited guests at an exclusive hotel in Sri Lanka, private birthday parties playing alongside the likes of Mark Ronson and clubs set in a cliff faces overlooking beautiful sun rises in Brazil, Sam now plays at some of the most respected and well-known venues across the globe.