

elx Drops Electrifying New Album 'Groove Echoes'



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Release Date: 13th June

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elx, the alias of veteran producer and DJ Jory Bice, is set to unleash **Groove Echoes**, a electrifying new album hitting all platforms on the 13th of June, 2025. This genre-blending masterpiece weaves together breakbeat, techno, tech-house, house, and UK-bass, crafting a sonic journey that captures the fleeting magic of a night out.

Groove Echoes is a love letter to dance culture, born from late-night energy and the echoes of a party's peak moments. Each track channels a distinct phase of the nightlife experience, anticipation, connection, chaos, and the introspective comedown. Tracks like **Brand New Record** and **Dance All Night** burst forth in a creative flow state, while **Slow Drip** and **Out of Time** were meticulously shaped to hit their emotional mark. Crafted entirely in **elx's** personal studio, this solo project is a hands-on, unfiltered reflection of his vision, free from outside influence, driven by machines and grooves.

Jory Bice, known as **dj elixir** in the studio, has been a force in electronic music since the late '90s. Starting with rudimentary trackers and hardware samplers, he honed a sound that blends classic rave energy with cutting-edge sound design. His 2024 release **Madness and Melody** explored jungle and halftime, earning critical praise for its depth and intensity. Now, **Groove Echoes** pushes further, delivering

hypnotic grooves, tactile textures, and unexpected twists that bridge club bangers and introspective listening.

elx's career is a testament to his passion for transformation through music. From residencies with iconic promoters like Hullabaloo and Destiny to sharing stages with legends like Paul Oakenfold and Chris Liberator, he's carved a unique space in the underground. A two-time winner of the Fraser Valley Music Awards for Electronic Artist of the Year (2018, 2022), **elx**'s work has been hailed as genre-fluid and emotionally anchored, equal parts rave and ritual, by Canadian music outlets. His alias, **elixir**, reflects his mission: to create music that uplifts, energizes, and resonates long after the final beat.

Influences

Marino Stephano, M-Zone, Fatboy Slim, Chemical Brothers, Lange

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