

PRESS KIT
2026 EDITION

DJ & PRODUCER
MOROCCO

ASHI



Afro House • Organic House • House

Ancestral rhythm, modern pulse.

SUPPORTED BY HUGEL • THEMBA •
MOEAIKE • NITEFREAK • CHRIS IDH

01 — INTRODUCTION

Between the ancestral drum and the modern dancefloor, ASHI turns African-rooted rhythm into a *full-room ritual* of heat and precision.

ASHI is a Moroccan DJ and producer working across House, Afro House and Organic House. He builds sets on ancestral, African-rooted rhythm and modern electronic texture: hypnotic, emotionally charged and precise. Featured by Nighty Mag and backed by the scene's leading names, he hosts **Radio Show by Ashi** on Kloud Collective and carries a rooted, recognisable identity from Morocco to the world.

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BASED

Morocco
Available worldwide

SOUND

Afro House · Organic House
House · traction in Tech House

SUPPORTED BY

Hugel, Themba, Moeaike
Nitefreak, Chris IDH & other top DJs

BOOKINGS

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Fahd Essalhi · +212 660 493 733

02 — BIOGRAPHY

PERCUSSIVE *storytelling*

There is a moment in an ASHI set when the room stops being a room. A drum pattern that sounds older than the building begins to breathe under the low end, a melody opens above it, and the crowd starts moving as one body.

This is the space ASHI has made his own: House, Afro House and Organic House built on African-rooted, ancestral rhythms and finished with modern electronic textures. The shorthand is percussive storytelling with melodic innovation. On the floor it simply feels like being told something true, at volume.

Born and raised in Morocco, ASHI has become one of the country's standout electronic artists, performing extensively across **Rabat, Casablanca, Marrakech, Essaouira, Taghazout and Cabo Negro**, and sharing stages with Emanuele Esposito, Mr. ID and Kawtar Sadik. His productions have found their way into the sets of **Hugel, Themba, Moeaike, Nitefreak, Chris IDH** and other top DJs, his work has been featured by Nighty Mag, and his sound has gained traction in Tech House communities well beyond his home genres. In autumn 2026 he stepped onto the festival stage twice: **Sonara — Land of Sound (Edition V)** in Marrakech, on a bill alongside Colyn, Andre Soueid and RBOR, then **Moga** in Essaouira — the Secte stage at Moga Off, and Casablanca Secret Room on the festival's Sunday. His music now circulates across clubs, festivals and online platforms, and Radio Show by Ashi on Kloud Kollektive carries the same hypnotic pull to listeners far from the booth.

What comes next is already in motion: new records with XENA and YöV, and a run of Afro House and Organic House tracks built with Moroccan talents and international producers. Precision, emotional depth and sets that land with real power: ASHI is not chasing the moment so much as building the one after it.



BORN & RAISED
IN MOROCCO

FIG. 02 — STUDIO PORTRAIT



03 — SUPPORT & PRESS

PLAYED BY THE SCENE'S LEADING NAMES

SUPPORTED BY

**HUGEL · THEMBA · MOEAIKE
NITEFREAK · CHRIS IDH**

& OTHER TOP DJs

SHARED STAGES WITH

**EMANUELE ESPOSITO · MR. ID
KAWTAR SADIK**

FESTIVALS

SONARA · MOGA

SONARA — LAND OF SOUND, ED. V · MARRAKECH, SEPT 2026 · W/ COLYN, ANDRE SOUEID,
RBOR | MOGA OFF & FESTIVAL · ESSAOUIRA, OCT 2026

FEATURED BY

NIGHTY MAG

RADIO

RADIO SHOW BY ASHI · KLOUD KOLLECTIVE

FIG. 03 — PORTRAIT
MOROCCO → WORLDWIDE

*Percussive storytelling from Morocco, played at
the volume of a heartbeat.*

Across clubs, festivals and online
platforms, the same signature: hypnotic,
percussive, emotionally charged, and
increasingly present in Afro House and
Tech House communities.

SONARA

04 — LIVE · MOROCCO

RABAT.
CASABLANCA.
MARRAKECH.
ESSAOUIRA.
TAGHAZOUT.
CABO NEGRO.

FIG. 04 — SONARA — LAND OF SOUND, ED. V — MARRAKECH 2026

*From Rabat to Cabo Negro: six Moroccan cities, one hypnotic, **precision-built** set.*

ASHI has performed extensively across Morocco, from club rooms to the **Sonara — Land of Sound** and **Moga** festival stages (Marrakech & Essaouira, 2026), sharing stages with Emanuele Esposito, Mr. ID and Kawtar Sadik. His sets are powerful, hypnotic and precise, driven by ancestral rhythm, and they carry the same weight in a club, at a festival or online. A rooted, recognisable identity in Afro House and Organic House, delivered with the discipline of a producer and the instinct of a selector who reads a room.



FIG. 05 — SONARA, LAND OF SOUND
EDITION V · MARRAKECH · SEPTEMBER 2026



FIG. 06 — MOGA OFF, SECTE STAGE
VILLA NOUR · ESSAOUIRA · OCTOBER 2026



FIG. 07 — SECTE STAGE, MOGA OFF
UNDER THE TREES · VILLA NOUR, ESSAOUIRA

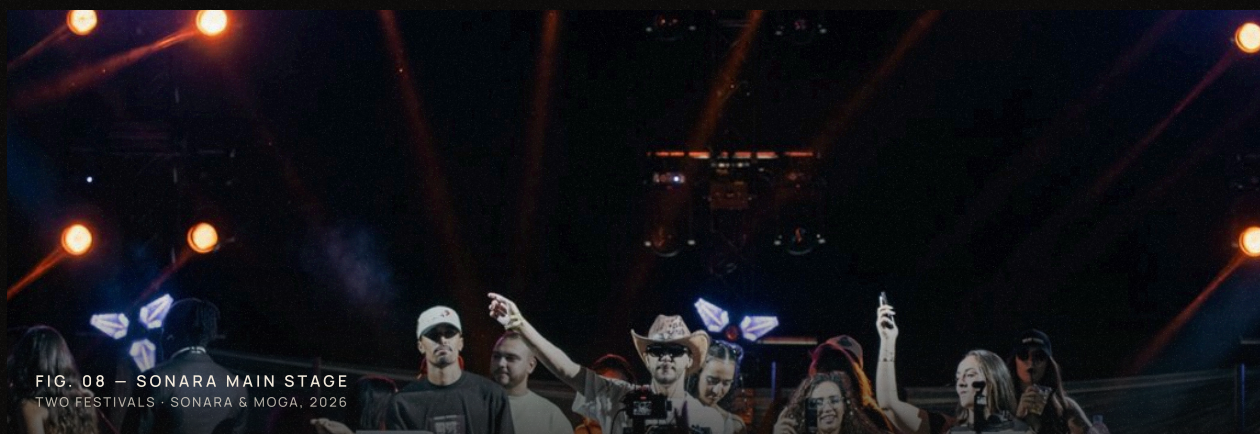
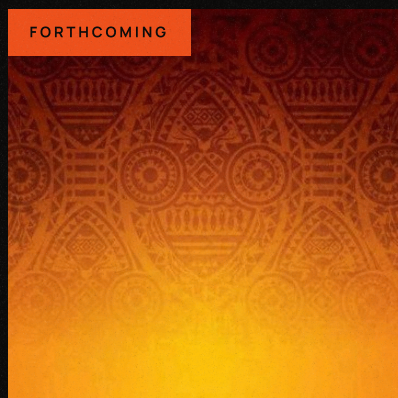


FIG. 08 — SONARA MAIN STAGE
TWO FESTIVALS · SONARA & MOGA, 2026

05 — MUSIC · FORTHCOMING

THE NEXT CHAPTER

The next chapter is already in motion. "One By One", "Touch" with XENA and "Is It Real" with YöV open a string of new Afro House and Organic House tracks, alongside collaborations with Moroccan talents and international producers. Same ancestral pulse, sharper and wider.



01
ONE BY ONE
ASHI



02
TOUCH
ASHI ft. XENA



03
IS IT REAL
YöV & ASHI

THE SOUND

Hypnotic percussion first, then the melody. African-rooted, ancestral rhythms set against modern electronic textures: *percussive storytelling with melodic innovation*, built for bodies as much as ears.

IN THE PIPELINE

04

New Afro House & Organic House tracks

A string of forthcoming records

05

Collaborations with Moroccan talents

Homegrown voices and producers

06

Collaborations with international producers

Pushing the sound into the global spotlight

RADIO

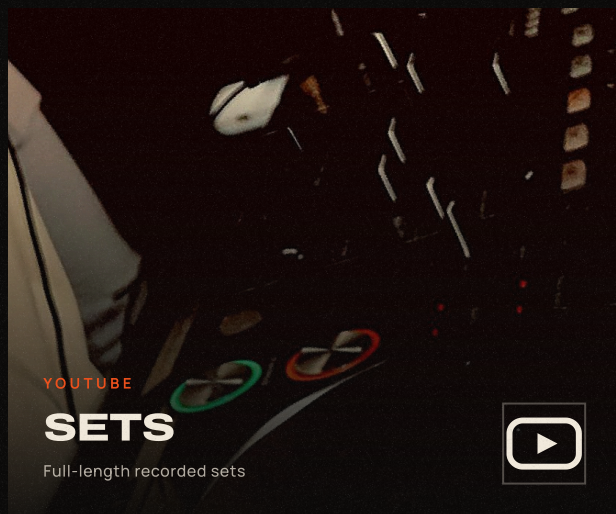
RADIO SHOW BY ASHI

KLOUD KOLLECTIVE · SOUNDCLOUD

[LISTEN ↗](#)

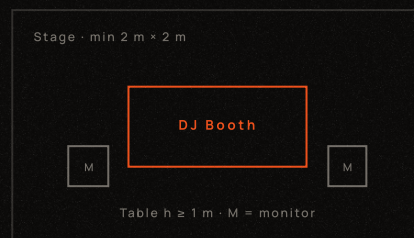
06 — PRESS ASSETS

PHOTOS, VIDEOS & SETS

**INSTAGRAM****@ashi_music_**[instagram.com/ashi_music_](https://www.instagram.com/ashi_music_)**YOUTUBE****@Ashi_music.**[youtube.com/@Ashi_music.](https://www.youtube.com/@Ashi_music.)**SOUNDCLOUD****Radio Show**soundcloud.com/kloud-kollektive/radio-show-by-ashi

07 – TECHNICAL RIDER

TECHNICAL RIDER



A DJ EQUIPMENT

3 × A.01	Pioneer DJ players	2× CDJ-3000 + 1× CDJ-2000NXS2, perfect working condition, all cables and adapters	REQUIRED
1 × A.02	Pioneer DJM-900NXS2	or DJM-V10, Perfect working condition, all cables	REQUIRED
1 × A.03	Pioneer RMX-1000	Perfect working condition, all cables	REQUIRED
1 × A.04	Booth monitor	Adjustable volume control, positioned at an optimal angle for performance	REQUIRED
2 × A.05	Power outlets	220 V, universal adapters if needed	REQUIRED
1 × A.06	Table	Minimum height 1 m, sturdy and stable	REQUIRED
— A.07	Internet connection	Stable and reliable, for live streaming if applicable	PREFERRED

B PA SYSTEM

B.01	Professional PA suited to the venue	REQUIRED
	Adequate power for bass-heavy music	
B.02	Monitor speakers	REQUIRED
	Two high-quality speakers positioned near the DJ booth for clear monitoring	
B.03	Subwoofer support	REQUIRED
	To handle deep bass frequencies for the genre	
B.04	No sound limiters	REQUIRED
	No restriction of volume or frequency range during the performance	

C STAGE & CREW

C.01	Minimum stage area 2 m × 2 m	REQUIRED
	Sturdy DJ booth, anti-vibration and stable	
C.02	Adequate lighting	REQUIRED
	Ambient or dynamic setup to enhance performance visibility	
C.03	On-site sound engineer	REQUIRED
	For setup and troubleshooting during the performance	

D HOSPITALITY

D.01	Premium gin	REQUIRED
	1× bottle of premium gin, ice & tonic	
D.02	Dinner	REQUIRED
	Hot dinner for artist & manager (2 pax)	
D.03	Water	REQUIRED
	Still water throughout the set	

NOTE

Advancing, substitutions or technical questions: management.ashi@prym.ma · +212 660 493 733

ASHI

08 – CONTACT & BOOKINGS

LET'S BUILD
THE NEXT ONE.

MANAGEMENT & BOOKINGS

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ARTIST

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📷 @ASHI_MUSIC_

📺 @ASHI_MUSIC.

📻 RADIO SHOW BY ASHI

ASHI

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AFRO HOUSE · ORGANIC HOUSE
MOROCCO → WORLDWIDE