



Erotus • *Mission Statement*

As times change in the music industry, things are becoming more interesting and challenging for a record label. Through things such as community music web site "last.fm", the very foundation of what a record label is and does is undergoing a major shift into a more fluid environment of interaction between the listeners and the artists, with the label's role shifting into being just that. A label, firstly, to guarantee quality and consistency to its followers, and secondly, to act as a hub to connect the artists in its roster and enable them to be seen under one artist-led flag.

Firmly rooted in the underground music scene of Finland, Erotus' goal is to provide a consistent and reliable roster. The label's sound remains purposefully undefined in terms of the music's speed, key, length and other conventional measures used to categorize songs. The only definition that Erotus answers to is "dance music", and its artists are encouraged to pass borders and bridge gaps. From this broad view of dance music, combined with the innovation of these different artists, the signature Erotus sound will emerge. It is equally essential for each release to be unique on its own, to be a part of the label's diverse aesthetic and of course, rock the dancefloor.

Erotus • *Roster*

Adam Raisbeck	<i>Australia</i>	• www.adamraisbeck.com
Airliner Series	<i>Finland</i>	
Aki Latvamäki	<i>Finland</i>	• www.trank.fi/aki
Area	<i>USA</i>	• www.m50.net/area
Asketix	<i>Finland</i>	• www.myspace.com/asketix
Bad Loop	<i>Finland</i>	• www.badloop.com
Blamstrain	<i>Finland</i>	• www.blamstrain.com
Brothomstates	<i>Finland</i>	• www.brothomstates.com
Denny™	<i>Canada</i>	
Ercola	<i>Finland</i>	• www.myspace.com/ercola
Lackluster	<i>Finland</i>	• www.lackluster.org
Kitkatone	<i>Finland</i>	• www.myspace.com/kitkatone
Mesak	<i>Finland</i>	• www.mesak.net
Sense	<i>Australia</i>	• www.adamraisbeck.com
Varia	<i>Finland</i>	www.myspace.com/jaripitkanen
Wurm	<i>Finland</i>	• www.myspace.com/wurmmusik

• Denotes artist is available for live performances

Label enquiries

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Promotion

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