

BIOGRAPHY

A GIRL ON THE DECKS IS SEXY, BUT A GIRL WHO CONSISTENTLY ROCKS THE PARTY: THAT'S HOT. DON'T BE FOOLED BY DJ OMI'S SIGNATURE SWARVORSKI CRYSTAL HEADPHONES—NEW YORK'S OWN "MASHUP QUEEN" NEVER FAILS TO IMPRESS. AT FIVE-FOOT-TEN, THIS STUNNING BRUNETTE HAS SECURED RESIDENCIES AT NYC AND MIAMI'S TOP CLUBS LIKE MARQUEE, TAVERN, PANGAEA (@ THE HARD ROCK, SEMI-NOLE), CLUB50 AND PLUNGE (@ THE GANSEVOORT). SHE FREQUENTLY SPINS IN THE HAMPTONS, THE CARIBBEAN ISLANDS, SOUTHEAST ASIA AND AROUND THE U.S.A. AFTER A LIFETIME IN THE BIG APPLE, OMI HAS RECENTLY TRANSPLANTED TO MIAMI WHICH SHE NOW CONSIDERS HOME BASE WHEN SHE IS NOT FLYING BACK TO NYC FOR AN EVENT OR TROTGING THE GLOBE.

STYLISTICALLY, HER TRADEMARK HIGH-ENERGY FUSIONS OF HIP-HOP, POP, ROCK, DISCO AND ELECTRO HOUSE HAVE EARNED HER RESPECT INTERNATIONALLY FROM TOP DJs, PROMOTERS, AND LOYAL FOLLOWERS. SHE HAS MADE FANS IN HIGH PLACES—including FORMER U.S. PRESIDENT BILL CLINTON, WHOSE PEOPLE, AFTER HEARING HER SPIN AT ESQUIRE'S 75TH ANNIVERSARY PARTY, ASKED HER TO DJ SEVERAL FUNDRAISERS INCLUDING THE MILLENNIUM NETWORK EVENT CO-HOSTED BY WYCLEF JEAN AT THE HAMMERSTEIN BALLROOM IN NYC.

OMI HAS BEEN INSTRUMENTAL TO THE SUCCESS OF MANY CORPORATE FUNCTIONS AND BRANDS SUCH AS LVMH MOET-HENNESSEY, ABSOLUT, CHANEL, SEPHORA, DIESEL, H&M, RALPH LAUREN, RED BULL, PLAYBOY, GEN-ART, YRB AND COSMOPOLITAN MAGAZINE. SHE'S DJED ALONGSIDE BUZZED-ABOUT CELEBS, LIKE KID ROCK, COMMON, FERGIE, KATY PERRY, KIM KARDASHIAN AND MARTHA STEWART, AS WELL HIP-HOP LEGENDS, INCLUDING DOUG E. FRESH, GRANDMASTER FLASH, KID CAPRI AND SLICK RICK. SHE HAS EVEN GRACED THE STAGE OF MADISON SQUARE GARDEN OPENING UP FOR THE AMERICAN IDOLS.

UNDERNEATH THOSE LONG LASHES, SLY SMILE, AND SKIN-TIGHT DESIGNER JEANS, OMI SPORTS A NEUROBIOLOGY-PHILOSOPHY DEGREE FROM COLUMBIA UNIVERSITY WHERE SHE WROTE HER SENIOR THESIS ON THE EFFECT OF HIP-HOP AND LANGUAGE ON SOCIAL CONSCIOUSNESS. SHE IS CLASSICALLY TRAINED IN PIANO AND DRUMS AND HAS COMPLETED THE INSTITUTE OF AUDIO RESEARCH.

WHEN NOT BEHIND THE DECKS, OMI STAYS BUSY WORKING IN THE STUDIO PRODUCING HER WORLD-RENOWN "MASHUP QUEEN" MIX CDS AND MASH UPS, AND CONSULTING FOR RETAIL STORES, RESTAURANTS AND LOUNGES.

MUCH PREPARATION AND A TOUCH OF MAGIC KEEP THE HEADS TURNING, THE EARS LISTENING, AND THE BODIES MOVING—OMI LOVES WHAT SHE DOES AND IT COMES THROUGH.



PRES



Glam squad (Above) DJ Berrie (left) and DJ Omi, NYC's hottest new spinners, played chart-busting tunes by Rihanna and Nelly Furtado to get the crowd and the catwalkers into the groove! (Below) Samantha Herzog, 14, and the rest of our models may have been on the move, but their hair wasn't—thanks to lots of hair spray from stylist Laura Nakamoto and her team of nine! Melly Pennington and her nine-person team did makeup.

BIZBASH
New York
OTHER MARKETS

SUPPLIERS VENUES EVENT COVERAGE TRENDS & IDEAS TIPS & STRATEGIES OUR TRADE

3 BUDGETS, 3 IDEAS ASK BIZBASH FRESH FACE INFLUENCES THE SCOUT TREND SPOTTED

TED KRUCKEL 09.11.09 7:57 PM

My Great Fashion Schleps
Anna to the rescue: Vogue effort succeeds big time.

Chanel

The first floor was hopping, thanks to DJ Omi, whose CD *The MashUp Queen vol.2: Yummy Sexy Electro* explains much better than I can her groovy vibe. Girls were getting outrageous makeup applications in every chair. Omi winked at me, and I was having fun spending a little money.

It must have showed because Erica Kasel, vice president of marketing, approached and said, "You look like you are enjoying yourself." I told her that the scene there was much more relaxed and playful than I expected and she ex-

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Dj Omi

PRESS

THIS MINUTE
YOU WANT TO KNOW ABOUT...

Aguliera (at Marquee) will host a party at NYC's swank Hudson Hotel before hitting Marquee after the big ball drop.

NEW YORK CITY
Marquee Manhattan's personal celeb hangout is where VIPs Christine Aguliera, Olat Seivigny and Vanessa Minnillo will toast 2007 (tickets are \$175). The club's open bar will serve bubbly until 3 a.m., so guests have plenty of time to get up while dancing to tunes spun by DJ E-Lozano/Orki.

STARS' NEW YEAR'S BASHES
A coast-to-coast guide to where celebs will ring in '07

Us WEEKLY

Breaking Celebrity News First!

Star

LIVE LIKE A STAR! Star magazine parties at Stereo with DJ Omi and Imperia Vodka!

Star's Beauty Editors, Jill Mara Olich (left) and Jinsay Reiter live it up at Stereo nightclub.

Stereo Nightclub
512 W. 29th St., NYC
212

Imperia Vodka

DJ Omi
djomi.com

BOMBIN' MAGAZINE

REME

DJ OMI

Don't let DJ Omi's signature Salsabala vinyl head-phones fool you. With a music taste that reaches the top, the DJ has secured an impressive list of clients. An admirer of the late-night grooving that comes with the AM, Omi has mastered the art of creating an atmosphere that's both sexy and sophisticated. Omi's live sets are a mix of hip-hop, R&B, and funk, with a focus on the best of the 80s and 90s. Omi's sets are a mix of hip-hop, R&B, and funk, with a focus on the best of the 80s and 90s.

Time Out
New York

Marquee
9pm, STBA. If you're willing to dare one of the city's toughest doors, the swanky Marquee is presenting a five-hour open bar (from 9pm till 2am) and DJs Elove and Omi spinning a mix of hip-hop, house, rock, '80s material and, er, Top 40. For more info, go to www.joonbug.net.

village **VOICE**

ON THE COVER: *Illustration by David Laib*

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Emphatic is an "style" at the Second and Fifth Avenues for the L.I.C. Club... 87
In 1 of 23 80s opening act in the market Theatre... see page 121.



DJ Omi

PRESS

MIAMI New Times

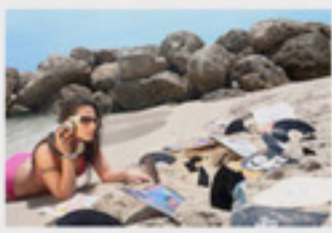
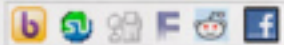
Head Spins: DJ Omi

New York's loss is South Florida's gain.

By [John Hood](#)

Published on July 21, 2009 at 9:16am

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DJ Omi

Details:

DJ Omi: Battle Royal, vs. DJ Jessica Who? Thursday, July 23. Opium Hard Rock, 5729 Seminole Way, Hollywood. Doors open at 11 p.m., battle begins at 1:30 a.m. Cover is \$20, free for the industry. Ages 21+ with ID. 954-327-9094; opiumhardrock.com

Subject(s):

[DJ Omi](#), [Miami local DJs](#), [Miami local music](#)

Most people would be glad to have either smarts or sex appeal or a sense of timing; to have all three would make one positively giddy. That must be why DJ Omi has such a wide smile on her well-chiseled face. See, not only is this chick good with a beat, but also she's got both brains and beauty backing her play. And that's a happy combination for anyone.

Yeah, you might say Bronx-born DJ Omi has it all. But that would imply you had room to wedge a word in edgewise. And there ain't much talkin' on the dance floor, not when DJ Omi is in the booth, anyway.

Then, everything is set on move.

DJ Omi's first spin was seven years ago at New York's Dorsia (named for the exclusive eatery in Bret Easton Ellis's *American Psycho*). And for a few years, Dorsia was the place for the hip to hit on any given Saturday night, and much of that hit can be attributed to DJ Omi. From there, she swung through a quick succession of Big Bad Apple hot spots, including Pink Elephant, before finally taking a stand at Marquee five years ago.

But even a borough as bustling as Manhattan can't kick up enough action for this lady head spinner. So when an international booking agent came calling, Omi answered at once. By the time she got back from Singapore, Bangkok, Kuala Lumpur, and Sri Lanka, Omi had the world-class cred she was looking for. And of all the faraway lands Omi set her spin in, she still digs Hong Kong most. Well, most after Miami Beach, that is.

Yep, that's right, DJ Omi is transitioning down to our town. And if the crowd that came out to hear her spin at Dream this past July 10 is any indication, it's not a moment too soon. The party was called F.U.B.A.R., an ongoing series at the club that's become a primary stage for some of the world's best house DJs.

That's why Artist Related booked Omi to play there. And that's where her sexy mix of mashup seemed to be built from a home hewn in Heaven. Omi played the likes of CeCe Peniston, Stephanie Carcache, Ralphie Rosario, Britney, and Billie Ray Martin, and each and every one of those collisions sent the crowd into the clouds. By the time Omi dropped in a flip of the Veronicas' "Untouched" and Kings of Leon's "Sex on Fire," there wasn't a place on Earth that could contain its joy.

Of all the clubs and all the crowds, though, DJ Omi seems most proud about getting the nod from former President Bill Clinton. The night-crawling ex-commander-in-chief first heard Omi at Gotham Hall, where she was handling the beats for *Esquire's* 75th anniversary party. And after that night, he had his people invite her to do the same for a fundraiser over at Hammerstein Ballroom. Omi now counts herself as the Clinton Global Initiative's resident DJ.

This Thursday at Opium Hard Rock, DJ Omi will face off against local favorite DJ Jessica Who? for a full-on Battle Royal. It's a perfect opportunity for South Florida's electro-friendly house crowd to get with our newest resident DJ — and a damn good way to get lost in the happy sound of right now. You ready to smile?

DJ Omi's current top five:

1. "Walking on a Dream (Kaskade Remix)," Empire of the Sun
2. "Need the F*cking Best," Drake vs. Laidback Luke vs. DJ Omi
3. "Sex on Fire (I Am Sam & Sam Gee Remix)," Kings of Leon
4. "Bottles Flying," J Mello
5. "She Loves Me," Serani



PRESS

women for hire

in her own words

Seriously, when I enrolled in Columbia University, I landed an internship in a lab under a doctor who won the Nobel Prize a few years after I graduated. I was starting to do what I thought I wanted to do with the top people in the medical field, but I was not sure I could imagine the rest of my life working long hours in the lab and the hospital.

The true sources of my digressions are the liberal arts classes which I was required to take in college. There was a moment when I met with a world-famous cultural anthropology professor and convinced him to let me in his graduate seminar entitled "Sorcery and Magic." It opened my mind and led my thoughts in many new directions. I ended up graduating with a concentration in Modern Thought along with my pre-med major in Neurobiology.

What's crazy about my four years in college is that I turned off my internal music-maker to study all the time. I didn't even listen to the radio or watch TV, which is nuts because until I left home my whole life was about music. I played piano my whole life, played xylophone in regional bands and I always had music on—classic rock and hip hop. Senior year, I started going to this club on Friday nights where a guy I was dating was DJing. He was so good, and he made it seem like the coolest job ever—crazy money and free clothes, sneakers, electronics and more.

When I graduated I decided I wanted to pursue DJing. My mom took it well. When I was very young, she left her office job in the fashion industry to start a jewelry line. As a result, I have very little concept of what it is like not to be self-employed. She has always just wanted me to be happy and acts proud no matter what I do. The rest of the family was harder to convince. They were thrilled when I was headed for medical school. When I started DJing, I got a lot of private lectures trying to convince me to go back to school—it is quite recent that everybody else has accepted that this is what I do.

I'm at the point now where I am finally an international DJ. I hold residencies at some of New York's hottest clubs and have played almost everywhere. I come up first when you Google me and most everybody in the New York scene has either heard me play or owns one of my mix CDs. I've met many celebrities and have been able to support myself and set up a music recording studio.

I feel like I've reached the top five to ten percent in my field, but there is still a long way to go. DJing is a great stepping stone. It is probably as much a means to bigger things as it is an end in its own. Within the next five years, I hope to have my mix CDs distributed and a mix show on a radio station. I want to start a deejay school and also finish developing an after-school program for inner city kids teaching them to deejay.

I will not be DJing in clubs every night. My ultimate goal is to have my own music studio every day. At that point, my DJ will be a huge perk. In twenty years, I hope to be able to make my music in the sun—truly realizing my

—As told to Women For Hire



CHECK THIS

BURBERRY CELEBRATES ITS 150TH BIRTHDAY IN STYLE

WITH A VIGOUR FEW 150-year-olds could lay claim to, British heritage brand Burberry celebrated this milestone birthday with a chic shindig for a select list of Singapore's best and brightest. A veritable constellation of stars came out to help the label usher in another year of English fashion's lorefront.



STYLOGRAPH SOIREE

BLING IT ON

KI'S CHIC SET GOT GLITZY AT THE CITY'S ROGER DUBUIS BOUTIQUE OPENING

IT WAS TIME TO PARTY when Roger Dubuis' new boutique opened at Kuala Lumpur's Starhill Gallery recently. Alongside Roger Dubuis executives, including CEO and founder Carlos Dias, KI's elite and most glamorous mingled amongst models, exclusive timepieces and exquisite jewellery, with music provided by hot US disc spinner, DJ Omi.

In the mix: DJ Omi



DJ OMI, INTERNATIONAL DJ

When I was really young I wanted to work in a beauty parlor (this is still a family joke). By the time I was seven, I wanted to be a mathematician. By high school I changed to wanting to be a brain surgeon. So naturally I became a DJ, traveling all over the world to play my music.

women for hire

3 PASSIONATE PEOPLE

Meet three incredibly interesting women who took traditional backgrounds and transformed them into surprising—and fulfilling—careers.

They're living proof that just because you start down one road, doesn't mean you'll stay on the same path. Go where your passion takes you—not where your education or training most obviously dictates.

• After Omi majored in neurobiology at Columbia University, she became an international DJ, hopping from country to country to play her innovative music for A-listers around the globe.



FLYERS

FRIDAY JULY 10
F.U.B.A.R.
PRESENTING SPECIAL GUEST
Dj Omi
MARQUEE NYC & OFFICIAL DJ FOR HYPNOTIC'S GIRLS NIGHT OUT

WEDNESDAY JULY 23RD
Music by
DJ Ruckus
DJ Omi
DJ Lily of the Valley & Peate Suzuki
MARQUEE

Thursday, November 4th
Turntable Tuesdays
music by
dj Omi
TWO 4 ONE
COURTESY OF
SCORES New York

retro evolution
presents
election party
performances by
honey la rochelle
&
janet jade ledegar
music presented by
dj omi

ONE NIGHT ONLY
Thursday August 20, 2009
TAVERN ON THE GREEN
with
DJ OMI

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Dj Omi
THE MASH UP QUEEN OF NYC
LADIES RECEIVE FREE SCRATCH DJ LESSONS
10PM-11:30PM
RUMOR
100 WARREN ST. - MUST BE 21+ W/ PROPER ID
GUESTLIST TEXT: T2RA - 978.9.10.9995

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12.19
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DJ OMI
HOSTED BY MISS MODEL
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ALL NIGHT LONG

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AND
DIESEL
SHARE YOU AND A GUEST TO THE
15TH ANNUAL GEN ART FILM FESTIVAL
LAUNCH PARTY
THURSDAY, MARCH 27
7PM - 10PM
MUSIC BY DJ OMI

Playboy invites you to celebrate
DECEMBER ISSUE PARTY
PLAYBOY
GALA
KIM KARDASHIAN
NORMAN MAUER
THURSDAY, NOVEMBER 4TH
DOORS OPEN AT 8PM
MUSIC BY Omi

FRIDAY JULY 25th
we're turning
and we're throwing
the ultimate party!
HOSTED BY:
KATY PERRY
Plus, Performing Live:
Cisco Adler & Shawqze
Just in, **Trovis McCoy**
of **Gum Class Heroes!**

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Retreat to the 90s
SPECIAL GUEST PHAROS HOSTED BY
AMANDA DIVA
MUSIC BY **DJ OMI & MICK BOOGIE**

APRIL 19TH 2009
A SPECIAL MARATHON EDITION OF
INDUSTRY Sundays
MANTRA
SPECIAL GUEST "THE MASH UP QUEEN" **DJ OMI**
MARQUEE NYC

THURSDAY JULY 30TH
BATTLE ROYALE 2009
JESSICA WHO? AND DJ OMI
UPCOMING BATTLES
THURSDAY AUGUST 13
THE WARRIORS BATTLE FOR THE #1 SPOT

XMAS NIGHT
THURS. DEC. 25
MUSIC BY
DJ CAMILO
ALONGSIDE **DJ OMI**

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FOR A SPECIAL
BIRTHDAY CELEBRATION FOR
Fergie
MUSIC BY
DJ'S REACH AND OMI
MARQUEE
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10PM - 4AM
MURDER ON THE DANCEFLOOR
6 MONTH ANNIVERSARY OF POWER 106
COSTUMES, ENERGY & DESIRE MANDATORY

FRIDAY NOV. 1ST
MUSIC BY
Dj Omi
TOUCH

RON BROWZ
PERFORMING PERFORMERS & LIVE MUSIC
DJ YONNY & DJ OMI
I SCHULLER & DJ PM
PREMIER BIRTHDAY IN CRISTE D'ORVILLE
SERVED HOT THANKSGIVING EVE
THURSDAY NOVEMBER 28TH
10-11PM
MUSIC BY
DJ OMI
DJ LILY OF THE VALLEY & PEATE SUZUKI

WEDNESDAY
JUNE 25
AT
MARQUEE
SPECIAL GUEST DJ
LADY MISS KIER
OF **DEE-LITE**
MUSIC BY
DJ ROCKEYAN
DJ OMI
DJ LILY OF THE VALLEY & PEATE SUZUKI

Erica Maurer
AT **TOUCH**
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opening party
with
dj Omi

YRB
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HOW YOU ROCK IT

live Latachappelle
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WEDNESDAY, MAY 21ST
MUSIC BY
DJ OMI
DJ LILY OF THE VALLEY & PEATE SUZUKI

MIDNIGHT
FROM THE
COLLECTION
MUSIC BY
DJ OMI
& SURPRISE GUEST

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