



DIAFRIX

DIAFRIX – MULTI-GENRE DUO, COMMUNITY ACTIVISTS, HABITUAL CHILLERS AND ONE OF THE MOST EXCITING AND REFRESHING BANDS IN THE AUSTRALIAN MUSICAL LANDSCAPE.

THE GROUP – BORN FROM THE MELBOURNE SUBURB OF FOOTSCRAY - COMPRISES OF TWO FRONTMEN, MOMO AND AZMARINO, BOTH OF WHOM ARE AFRICAN REFUGEES BUT HAVE LIVED THROUGH STRUGGLES WHICH ARE WORLDS APART. MOMO ARRIVED IN AUSTRALIA WITH HIS FAMILY AT THE AGE OF THREE AFTER FLEEING THEIR HOMELAND OF THE COMOROS ISLANDS. HIS BACKGROUND AND CULTURE LEFT HIM FEELING ISOLATED IN A COMMUNITY WHICH WAS NOT YET ACCUSTOMED TO AFRICAN MIGRATION. AZMARINO, ON THE OTHER HAND, ORIGINALLY HAILS FROM ERITREA BUT DIDN'T ARRIVE IN AUSTRALIA UNTIL EARLIER THIS DECADE – AFTER A LIFE OF CITIZENSHIP HUNTING THROUGHOUT COUNTRIES LIKE JORDAN, ITALY AND SWITZERLAND. DEFINITELY NOT THE TYPICAL STORY OF AN AUSTRALIAN BAND, BUT ONE THAT REFLECTS AN UNDERREPRESENTED AND GROWING COMMUNITY OF FIRST GENERATION AUSTRALIANS.

AFTER YEARS OF BUILDING A SOLID REPUTATION FOR HIGH ENERGY PERFORMANCES AND ON & OFF-STAGE CHARISMA WITHIN MELBOURNE'S ULTRA COMPETITIVE LIVE MUSIC SCENE THROUGHOUT THE EARLY 2000'S, DIAFRIX INKED A DEAL WITH ILLUSIVE SOUNDS IN 2008 – THE RESULT OF WHICH WAS THEIR ACCLAIMED DEBUT ALBUM CONCRETE JUNGLE – AN ECLECTIC CONCOCTION OF SOCIALLY AWARE YET ACCESSIBLE HIP-HOP, REGGAE, FUNK AND AFRICAN SOUNDS – AN EFFORT THE BOYS WERE REWARDED WITH BY WINNING BEST HOMEGROWN NEW ARTIST IN THE COVETED AGE EG AWARDS IN 2009.

IN THE WAKE OF THIS RELEASE, DIAFRIX WERE TAPPED TO PERFORM THEIR TRADEMARK SHOW AT FESTIVALS SUCH AS THE BIG DAY OUT, MEREDITH AND FALLS FESTIVAL TO NAME JUST A FEW. THE GROUP THEN UNDERTOOK THEIR FIRST EUROPEAN TOUR, PLAYING IN PACKED-OUT INTIMATE VENUES IN PARIS, LONDON AND AMSTERDAM, THE FIRST INDICATION OF THEIR EVER-INCREASING INTERNATIONAL APPEAL. STRAIGHT OFF THE PLANE, THEY HEADED ON THE ROAD WITH BLISS N ESO FOR THEIR SOLD OUT FLYING COLOURS NATIONAL TOUR TO PERFORM TO OVER 20,000 PEOPLE.

THANKS TO THESE EXPERIENCES, DIAFRIX CONTINUED TO PUSH PAST THEIR STATUS AS MELBOURNE'S 'NEXT BIG THING' AND BUILT A MASSIVE CULT FOLLOWING WITH A GROWING REPUTATION AS ONE OF AUSTRALIA'S MOST AMAZING LIVE ACTS. IN RECENT TIMES, THEY HAVE RETURNED TO THE FESTIVAL CIRCUIT, ROCKING HUGE CROWDS AT PYRAMID ROCK, HOT BBQ, SOUND SAFARI, PEATS RIDGE, GOOD VIBRATIONS AND SYDNEY MUSIC FESTIVAL, WHILST BECOMING A RELIABLE GO-TO ACT FOR HIGH PROFILE SUPPORT SLOTS FOR MAJOR ACTS INCLUDING B.O.B AND LUPE FIASCO.

NOW FOR 2012, DIAFRIX ARE SET FOR THEIR MOST SUCCESSFUL YEAR YET, AFTER RETURNING IN 2011 WITH A REFRESHINGLY BIG SOUND ON THEIR NEW SINGLE, SIMPLE MAN. ROPING IN INTERNATIONALLY ACCLAIMED SOULMAN DANIEL MERRIWEATHER TO DELIVER ONE OF THE YEARS CATCHIEST HOOKS, MOMO AND AZMARINO'S CHARISMATIC TALES OF THE EVERYGUY IN THEIR DISTINCT VOCAL STYLE, COMBINE TO GIVE SIMPLE MAN AN INSTANTLY FAMILIAR FEEL WITH SERIOUS ANTHEM POTENTIAL. COMBINED WITH SUPPORTING THE LIKES OF BRUNO MARS, TINIE TEMPAH AND GEORGE CLINTON AND PERFORMING AT THE UK'S BIGGEST MUSIC FESTIVAL GLASTONBURY IN JUNE, THE GROUP'S STAR IS QUICKLY RISING, AND WILL ONLY ACCELERATE WITH THE UPCOMING RELEASE OF THE SOPHOMORE ALBUM POCKET FULL OF DREAMS.