



IDENTITY: TRAVELING ELECTRONIC MUSIC FESTIVAL TO RETURN SUMMER 2012 - with a stop at Jones Beach on July 28. <http://IDFEST.jonesbeach.com> "Identity's traditional touring model, similar to Lollapalooza of yore or the Vans Warped Tour," noted Philip Sherburne in the October Dance issue of SPIN, suggests the extent to which this new electronic movement is being tailored to fit the particulars of American large-scale entertainment." Look for IDENTITY as it returns for its second outing summer 2012.

"Why You Should Go: A festival featuring the biggest names in electronic dance music is usually a destination event, like Ultra Fest or Coachella. But this summer the party's coming to you: A cornucopia of acts, including Arty, Eric Prydz, Madeon, Le Castle Vania, Noisia, Showtek, The Gaslamp Killer, Eva Simons, The Eye, Audrey Napoleon, Rye Rye, DVBBS and Stephan Jacobs are hitting 20 cities this summer with every niche of electronic music, from

electro house to trance-fusion.”

“With a range of house, trip-hop and drum 'n' bass stars on three stages, the traveling Identity Festival is a great way to sample DJ culture.” “The all-day, all-night event featured the full electronica experience with pulse-pounding music, bright lights and crazy outfits. The lineup included some of the hottest cutting-edge artists of the genre”