
OFFICIAL BIO

WILOWIX

AFRO HOUSE · TECH HOUSE · ORGANIC ELECTRONIC



*Some artists discover music.
Others are born inside it.*

Behind the Wilowix project lies a journey that began long before the digital era: a childhood spent recording mixtapes straight from the radio, years lived among DJ booths, vinyl records and the clubs of Northern Italy, and a long career behind the decks in Italy and abroad. Today that experience meets a contemporary vision of electronic music.

THE STORY

It all begins at the age of eight, with a simple boombox received as a gift. William spends hours listening to the radio, waiting for the exact moment to press “REC” and capture his favourite songs on tape. He doesn’t just collect them: he is already building small compilations, stopping and restarting the tape at just the right point, imagining transitions he doesn’t yet have the tools to create. Without knowing it, he is already learning the language of the DJ.

Then come the first stereo system, the vinyl records and endless days spent in record shops: every purchase a discovery, every listen another piece of a personal musical taste built on research, elegance and curiosity.

His entry into the club world comes early — first in public relations, then as a lighting technician in the leading venues of Northern Italy. A role that gives him a privileged view of the booth: night after night he watches the DJs at work, studies how sets are built, learns the dialogue between music, lights and the crowd. Those nights become his true school.

That is where the chance to prove himself behind the decks arrives: a few opening slots at first, then full nights, until passion turns into profession. His booth grows to include the legendary Technics SL-1200s and a personal style, always geared more towards the quality of the selection than the hit of the moment.



“*Those nights in the booth were my true school.*”

Over the years he plays in numerous Italian and international clubs — Italy, Spain, France, the United Kingdom, the United States — living through some of the most significant seasons of club culture between the late Eighties and the early Two Thousands, and crossing paths with figures who shaped the history of house music: from Claudio Coccoluto to Ralf, from Frankie Knuckles to Lil Louis.

In parallel he builds a long career in photography, communication and creative direction: different disciplines, united by the same pursuit — telling emotions through images, atmospheres and details.

In time comes production: Logic Pro and Ableton Live, synthesizers, samplers, drum machines — and today artificial intelligence too, used as a creative instrument and never as a shortcut. Rather than chasing trends, William looks for a language capable of expressing his own artistic sensibility.

THE SOUND

Wilowix was born from the meeting of this long experience with a contemporary vision of electronic music. It is not a starting point, but the natural destination of decades spent listening, observing, selecting, playing and experimenting.

The sound moves between Afro House, Tech House and contemporary electronic textures: deep, hypnotic grooves, evocative melodies, cinematic atmospheres and a refined sonic research, with particular attention to emotion as much as rhythm. Every track is created to accompany a journey, a night, a memory — or simply that special moment when time seems to slow down and rhythm becomes emotion.

AROUND MIDNIGHT

Album — the first chapter of the Wilowix project

Around Midnight captures the moment when the night changes its face and the dancefloor becomes a space suspended between energy, introspection and elegance. It is not an improvised debut, but the result of a lifelong passion finally transformed into music.

The tools change, the philosophy stays the same: always put the music first.

CONTACT

Booking & Press
wilowix@ravara.it

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