



MINCER / BEIRUT / AUGUST 2026

PRESS KIT

ARTIST

Mincer

WEBSITE

www.iammincer.com

LOCATION

Beirut, Lebanon

SOCIAL

[@iammincer](https://www.instagram.com/iammincer)

GENRE

Dark Industrial, Progressive House

VERSION

v1.3, August 2026

01 **ARTIST BIOGRAPHY**

Mincer Alaeddine, operating simply as MINCER, is a Lebanese electronic music producer and live performer who constructs monumental, cinematic soundscapes. Rejecting mainstream formulas and standard club expectations, his work is an uncompromising exploration of visceral emotion. Formally trained at the Lebanese Conservatory from age seven and later refining his electronic production in Munich, Mincer merges classical structural discipline with brutalist, high-contrast electronic design.

His artistic philosophy is rooted in chiaroscuro, the stark contrast between light and dark. By building immense tension through heavy progressive sequences and industrial texture, he engineers moments of euphoria that feel earned, cathartic, and resonant.

02 **SOUND AND INFLUENCES**

Mincer operates in the space between the underground warehouse and the stadium mainstage. The sound draws on the uncompromising solo identity of Steve Angello, the cinematic scale of modern Swedish House Mafia, and the dark progressive architecture of Eric Prydz.

ELEMENT	DETAIL
Primary sound	Dark progressive house, industrial electronic, cinematic tech
Signature elements	Crushing basslines, sweeping synthesizers, deliberate tension-building, euphoric melodic release
Language	Bilingual catalogue in English and Lebanese Arabic



LIVE PERFORMANCE AND AUDIOVISUAL

A MINCER live show is an architectural piece of sound and light. It is a fully integrated audiovisual set built to hold an audience for its full length, and it scales from club to festival main stage.

ASPECT	TECHNICAL INTEGRATION
Instrumentation	Arturia MicroFreak synthesizer MIDI-synced to Ableton Live, live keys, acoustic integration
Visual architecture	Custom 3D visuals and VFX programmed in Resolume Arena, MIDI-synchronised to the set
Lighting philosophy	High-contrast single-source directional lighting, stark shadows, halogen amber accents against darkness
Set length	60 to 90 minutes, adjustable

MILESTONES AND CATALOGUE

METRIC	FIGURE
Views on rework productions	1,000,000+
Streams on original compositions	100,000+
Beirut Sports Festival	Main stage, resident since 2016
Also played	Summer Vibes, Mansion Release Party, Ked Beirut, Recess Beirut
Regional touring	Turkey
Current projects	Satellite (upcoming single), Dough (collaboration)



05 MARKET POSITIONING

Mincer does not cater to fleeting trends or algorithm-driven pop crossover. The brand attracts an audience that wants depth, scale, and emotional weight. It appeals to listeners who value the stadium-scale intensity of EDM at its peak but demand the authenticity and grit of underground electronic music. The project stands as uncompromising art in the Middle Eastern electronic scene.

06 BUSINESS INFORMATION

- Standard advance notice preferred for booking
- Technical rider available on request in three tiers: Essential, Standard, Premium
- Local performances typically include equipment provision

07 CONTACT

CHANNEL	DETAIL
Booking and general	hello@iammincer.com
Phone	+961 76 95 20 68
Website	www.iammincer.com
Social	@iammincer, all platforms
Streaming	Spotify, Apple Music, YouTube Music

08 PRESS AND MEDIA

High-resolution photography, music, and additional press materials are available on request. Mincer is available for interviews, features, and collaboration with outlets covering electronic music, festival culture, and the Middle Eastern scene.

