

WISEBEAT



Introducing Wisebeat (Serdar Senemoglu), a versatile figure seamlessly navigating roles as a DJ, fashion executive, and industrial CEO. Born on December 24th, 1969, in Istanbul, Wisebeat is not just a DJ/Producer but also a mechanical & textile engineer with an Executive MBA, excelling in the fashion, retail, and manufacturing industry.

Formerly managing renowned global brands like Calvin Klein and Guess, Wisebeat is currently the CEO of a Turkish Fortune Top 400 company in functional furniture hardware. Beyond his corporate endeavors, he is a multilingual corporate coach with fluency in English, French, Italian, and Turkish.

Serdar's passion for music, nightlife, and entertainment dates back to his childhood, where he played various instruments. Having explored over 100 countries and thousands of bars and clubs, he developed a profound understanding of music, dance, and melody.

In 2013, Serdar delved into electronic dance music production, adopting the persona Wisebeat in 2014. His DJ career rapidly evolved, embracing genres from Nu Disco to Techno, tailoring performances to audience preferences and venue dynamics.

Wisebeat's distinctive 'Mash-mixing' style emerged, seamlessly blending two to four harmonically compatible songs in two to four minutes. With an extensive repertoire spanning Afro, Retro, and Tech tunes, he crafts a captivating musical odyssey for audiences worldwide.

Having delivered over 440 live sets globally, Wisebeat has graced festivals and top clubs across continents. From Japan to the US, Tunis to Russia, Italy to Lebanon, Mexico to South Africa, Ukraine to Australia, his performances showcase a truly global musical journey.

WISEBEAT

Wisebeat performances around the world:

Albania

Tirana (Monk, Telekom District) / **Jale** (Folie Marine)

Australia

Zell Am See (Crazy Daisy)

Australia

Melbourne (Bond, Tolga Mansion)

Bali

Tabu (Uluwatu)

Greece

Athens (Faust, Red Door, Yucatan) / **Thessaloniki** (Aigli Geni Hammam) / **Mykonos** (Alemagou, Astra, Cavo Paradiso, Kalua, Queen, Opia, Remezzo, Scorprios, Solymar, The Sanctuary)

Ibiza

Can Nemo (Private Event)

Israel

Tel Aviv (The Sanctuary Purim)

Italy

Milan (Duomo 21, Hotel La Gare, Quantic, Sheraton Diana Majestique,) / **Milazzo Sicily** (White) /

Rome (Raspoutine, The Sanctuary Eco Retrerat)

Japan

Tokyo (A Life, Jawa Monster Club, Hilton Tokyo, Odeon)

WISEBEAT

Lebanon

Beirut (Frozen Cherry, Seven Sisters)

Lithuania

Vilnius (Mojo, Vilnius Fashion Week Gala)

Malta

Malta (Stellini Mansion)

Maldives

Maldives (Club Emerald)

Mexico

Tulum (Into the Jungle, Maxa Camp, Tekio)

Russia

Moscow (Flava, Kvartira, The Community)

South Africa

Twanga (Africa Burn)

Tunisia

Tunis (Lunasea, Play)

WISEBEAT

Turkey

Alacati (Alarga, Alavya Hotel, Before Sunset, Clavis, Cin By Goz, Dusk, D-Saya Beach, Faena, Fun Beach, Happy Maison Inn, Kapari Bahce, Kloster, Koyun Delisi, Koyun Diskosu, Kruz, Momo Beach, Playa Tropical, Ust Kat, Spiaggia Grande, Zio Beach, Papas,) / **Bodrum** (Bird Cage, Galia, Caresse Villas, The Edition Hotel, Itza,) / **Bursa** (Sapa) / **Cappadocia** (Echoes from Agarthar Agarthar Wisegigz hot air balloons daybreaker, Dere Suites, Echoes from Agarthar, Hu, Rox Hotel, Rox Valley Kizilcukur) / **Fethiye** (Bonjuk Bay, Hillside Beach Club, La Guerite D-Maris, We Are Family, Yazz Collective) / **Istanbul** (Amaya, Anjelique, Big Plate, Boaz, Boho Bosphorus, Fenix, Galaxia, Goya, Klein Harbiye, Klein Sanayi, Socialista, La Boom, Lucca, Mentha Neux Colonie, Mini Muzikhol, Mitte, Sunset, Must, Morini, Mu, Olea Mandarin Hotel, One by One, Topaz) / **Kayseri Erciyes** (Das 3917)

United Arab Emirates

Dubai (Lucien Yacht, Socialista, The Surf Club)

UK

London (Hovarda)

Ukraine

Kiev (Anastasia Private, Chi Decadence House)

USA

Miami (Do Not Sit on the Furniture, Eagles Room, Electric Pickle, Lord Balfour Hotel, Mezcalista, Roland Peralta) / **Burning Man Nevada** (Caravan of Lights, Varsity) / **New York** (Gospel, The Williamsburg Hotel)