

The Armada logo, featuring a stylized armadillo head in a circle followed by the word "armada" in a lowercase, italicized, sans-serif font. The background of the top half of the page is dark blue with glowing, swirling light trails in shades of cyan and blue.

armada

A circular logo containing a stylized armadillo head, identical to the one in the top right.

**ARMADANIGHT
FACTSHEET**



ARMADANIGHT

Armada Music is a name that equals a lot of things.

The first thing that comes to mind, is dance music. This Amsterdam-based record company releases tracks within all different genre of today's Electronic Dance Music. Though the Armada sound is a distinguished one, it doesn't let itself be captured into one style. Diversity is the soul of music, and so the 26 imprints that are part of Armada serve anything from progressive and trance to techno and house.

With artists such as Armin van Buuren, Markus Schulz, Stonebridge, M.I.K.E., Josh Gabriel and many other renowned DJ/Producers with a passion for dance music, being part of the Armada Music family with their own individual labels, Armada Music has published over 1700 releases within the past 6 years. The hard work and quality releases resulted in winning the 'Best Global Dance Label' title for 2009/2010, as awarded by the International Dance Music Awards. Next to that, the Armada Music YouTube channel is one of the most viewed dance music channels on the net - with more than 160 million views and over 100.000 subscribers.

Armada Music always keeps an eye on the dance scene and its club movement. Besides providing the right music, Armada is also hosting its own events. And that's exactly what this Factsheet is about: Armada Night. Over the years, the Armada Nights have managed to attract ten-thousands of dance lovers to various locations across the globe. They gained a steady fan-base, with the real Armada sound hitting a variety of Amsterdam clubs and spreading the word as far as Miami and Ibiza with special editions.

Let us introduce you to the real Armada experience: Armada Night.





ARMADANIGHT

The place

With Amsterdam as its official home base and one of the leading cities when it comes to clubbing, Armada Night often take place in the capital of The Netherlands. Westerunie, Paradiso, Melkweg, The Sand, Escape, Ocean Diva and Panama are some of the clubs that hosted this concept.

Armada Night is a concept that fits the setting of any quality club, whether that's uptown New York or downtown Buenos Aires.

The people

Armada Night attracts a wide range of dance lovers. Ages differ from the young clubbers of 18 to the more experienced clubbers. They share a strong passion for dance music and have proven to be returning visitors of Armada Night and loyal customers of Armada's music.

The artists

Armada Night doesn't only serve a wide range of styles, it also hosts some of the world's best DJ's within them. Andy Moor, John O'Callaghan, Roger Shah, Aly & Fila, Dash Berlin and many more upcoming and renowned DJ's are part of the Armada Night experience.



ARMADANIGHT

Armada Night is a concept of Armada Music, one of the most popular dance record companies in music industry. If you want some of the world's best DJ's to play in your club and attract a big group of dedicated music lovers and clubbers, feel free to contact us for more information on how to get Armada Night to your venue.

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