

# DJ D-UP

DEFENSE WINS CHAMPIONSHIPS

M E D I A K I T





# A B O U T

Having just won the award as the 2011 Miami New Times 'Best DJ' (Readers' Poll), DJ D-Up (formerly Diallo Sharif) is showing and proving that he truly is party-rocking at its finest. With stellar technical ability and a vast knowledge of music, D-Up combines hip hop "turntablism" and house style mixing, bringing forth a unique approach and creating an undeniable energy that keeps party goers begging for more. Notorious for annihilating dance floors, D-Up incorporates all types of music into his action-packed sets, including house, electro, hip hop, rock, 80s classics, old school, reggae, exclusive remixes and more. A turntable and club veteran of 16 years, the Miami-based DJ has earned a reputation that has "...made this DC native nearly famous," writes South Beach USA.

His skill, unpredictability and knack to amaze crowds led him to be featured numerous times by top media outlets, including not only The Miami New Times, but also NBC Miami, South Beach USA, The Feast (Miami), The Washington Post, Haute Living Magazine, BizBash, The Broward/Palm Beach New Times and popular music blogs, Rock The Disco and Hipster Overkill. Currently, D-Up is the Saturday night resident DJ at Miami Beach's legendary Delano Hotel – a position he's held for the past two years. Additionally, he has demolished dance floors at some of Miami's/South Florida's top venues, including Bardot, The Florida Room, Rokbar, Mokai, W Hotel, Dream, LoveHate, The Vagabond and much more.

D-Up is also one of a handful of DJ's who plays top-tier events for Scratch DJ Academy. He has performed at events for high-profile and industry-leading companies such as MTV, B.E.T., ESPN, Glamour Magazine, Seventeen Magazine, Malibu, AVP/Pro Volleyball Tour, SAKS Fifth Ave., Vans and Adidas; not to mention D-Up was hand-selected to be Royal Caribbean's Guest Celebrity DJ aboard the largest cruise ship in the world, touring the Caribbean Islands. Following a noteworthy tour, D-Up was once again hand-selected to be the Celebrity DJ for ESPN, Redbull and Royal Caribbean's Superbowl 2010 Weekend as well as Norwegian Cruise Lines' Guest Celebrity DJ, touring New York City, Orlando and the Bahamas. D-Up also performed at the Honda Civic Tour f/ Paramore. Additionally, D-Up has also performed at events sponsored by numerous popular brands including Grey Goose, Scion, Red Bull, Gucci, Ed Hardy, Tiger Beer, Rinse Magazine, WeSC, Skull Candy and more. Recently, Scratch DJ Academy also brought him on board as an instructor, joining a staff of some of the country's top DJs, teaching the artform to DJs old and new, working and beginning.

Before Miami, D-Up grew to iconic status in his hometown of Washington, DC, performing over 200 shows a year at D.C.'s finest and most exclusive venues. D-Up was the go-to DJ for events hosted by the Washington Redskins Cheer-leaders and at his residencies, D-Up performed countless times for touring artists such as Jamie Foxx, Justin Timberlake, Christina Aguilera, as well as hometown favorites, The Washington Redskins, The Washington Capitals, The Washington Nationals and the list goes on. While in D.C., D-Up also founded the much beloved and cutting edge sneaker/skate shop, Kickballers, which boasted a worldwide following and top tier accounts with preeminent brands such as Adidas, Reebok, The North Face, Burton, Etnies and more.

In addition to putting in work at the clubs, D-Up is also the live-show DJ for the critically acclaimed, Miami-based, hip hop MC and Harvard grad, Black Bobby. With Bobby, D-Up has performed shows alongside hip hop legends Pusha T (Clipse), N.O.R.E. (CNN), A.Z. (The Firm), Cormega, and Miami favorites MAYDAY and the electro-funk duo, Afrobeta.

# P R E S S

"DJs dream of spinning The Delano. No, it's not the biggest room on South Beach, nor is it the loudest, but it is one of the most prestigious. And in a world that runs on how you're ranked, prestige counts. That makes DJ D-Up's two-year residency at the fabled inn something of a coup. Throw in his spinning at The Shore Club and you've got yourself something of a phenomenon." [NBC Miami \(Sept. 2010\)](#)

"...We're more interested in what D-Up's been doing for us lately. And if the rad mix delivered in his just-dropped Rare Form: Live at Mokai is any indication, he's doing much more than even we expected...The wild ride of killer sides is enough to make us forget all our troubles and get absolutely happy...But don't take our good word for it; download it for yourself. But don't call us when you can't stop smiling." [Miami New Times \(featuring D-Up's mix cd "Live at Mokai"\) \(June 2009\)](#)

"Thank Zeus our first president's namesake city doesn't have the juice of the M.I.A., 'cause otherwise, D-Up might not be here bringing all of our party people to life. Sometimes it pays to go where go-go has gone, and where all good parties end up — with a DJ named D-Up." [Miami New Times \(Jan. 2009\)](#)

"If you're mourning the closing of the Kickballers store...you can settle in with DJ D-UP. Known for serious hip-hop selections, he can also toss up popular club sets that bounce between dance, rock, '80s, electro and dancehall reggae." [Washington Post \(March 2008\)](#)

"Rock to the sounds of DJ D-Up who fills the lobby of the Delano with his infectious beats and master mixes. Enjoy the unique mash ups that have made this DC native nearly famous!" [South Beach USA \(Sept. 2009\)](#)

"Monday mornings often find us starting in awe at the local gossip columns as they reveal that some A-list celebrity was spotted enjoying a romantic weekend at the Delano Hotel. If you want to bump into Brit, Madge, Lindsay or A-Rod, stop by the Rose Bar to hear DJ D-Up spin his masterful mash ups tonight." [South Beach USA \(April 2010\)](#)

"Hang out tonight with DJ D-Up who spins Saturdays at the Delano and makes the Rose Bar a red hot party! Dress to impress and keep an eye out for the celebrity crowd who still flock to the lobby bar." [South Beach USA \(July 2009\)](#)

"Enjoy a night of party music at one of the most elegant venues on the shores of the Atlantic Ocean as DJ D-Up brings his sonic stylings to the decks starting at 9pm. Enjoy the whimsical mash-ups that are his signature style." [South Beach USA \(Dec. 2009\)](#)

"...D-Up will be spinning old favorites in an old favorite hangout all night long." [Haute Living \(July 2010\)](#)

"One of my favorite DJ's in the country is Miami's DJ D-Up." [Rock The Disco \(Sept. 2010\)](#)



**NewTimes Music Events**

All Events: Music

**Recommended Events**

**DJ D-Up**  
 Rose Bar at the Delano | Every week Saturday

When New Times first caught up with DJ D-Up, the D.C. native was bringing his no-holds-barred "party music" to the Rose Bar at South Beach's infamous Delano each and every Saturday night. He also was swooping into the continually cool Mokai about once a month. Fast forward half a year and still... [More »](#)



Music | Fashion | Culture | Electro House Blog | NYC Miami LA UK DC  
 Navigation: [Home](#) • [Mixes](#) • [DJ D-Up — When Worlds Collide \(Live @ The Delano Mix\)](#)

**DJ D-Up — When Worlds Collide (Live @ The Delano Mix)**



One of my favorite djs in the country is Miami's DJ D-Up. He holds residencies at some of Miami's hottest spots including Saturdays at The Delano Hotel.

Yesterday, D-Up sent me his newest mix entitled *When Worlds Collide (Live at The Delano)* and it's been on rotation on my iPod since I downloaded it. The mix is open format and seamlessly glides through all the genres you would expect to hear at one of South Beach's hot spots, such as: Hip-Hop, House, Electro, Rock, 80's, Miami Bass, Freestyle, Reggae + more.

**Highly Recommended**  
 Enjoy  
 DG

**HIPSTER OVERKILL**

ROCK PRESENTS MUSIC EVENTS LOCAL VIBES PRESENTS

The Delano was getting it front back and side to side with Hipster Overkill hosting DJ D-Up, D. Painter & MCSL in the Rose Bar and Giant Steps having Rye Rye perform at the pool with The Roof's ?uestlove in the Florida Room. CRAZY! (photos by Alexis)

**NITESIDE MIAMI**

Shedding light on life after dark  
 DJ D-UP, THE DELANO, THE SHORE CLUB, BLACK BOBBY, SCRATCH ACADEMY

**NiteTalk: DJ D-Up Stays Live at The Delano**

*DJs dream of spinning The Delano. No, it's not the biggest room on South Beach, nor is it the loudest, but it is one of the most prestigious. And in a world that runs on how you're ranked, prestige counts. That makes DJ D-Up's two-year residency at the fabled inn something of a coup. Throw in his spinning at The Shore Club and you've got yourself something of a phenomenon.*

You recently released a new mix CD called *When Worlds Collide (Live at the Delano Hotel)*. Wanna tell us about it? This is my latest mix CD and I just released it last week. I've been the Saturday night resident at the Delano Hotel for about two years now so I wanted to release a live mix that shows what I do there and how I play. In a night you will hear me play all types of music -- hip hop, house, rock, '80s, reggae, Miami Bass, Baltimore Club, freestyle... and more. I really wanted something that would showcase that.

This mix is a follow up to my last open format mix CD, *Live at Mokai*. That mix was so well received, but that was over a year ago, and it was time for something that shows what I do at the Delano. There are tracks by all types of artists, including B.o.B., Afrika Baambataa, Freeez, Klymaxx, Expose, Talking Heads, Uncle Al, 2 Live Crew, Passion Pit, Calvin Harris, Swedish House Mafia, Afrojack, etc. I like to mix it up on people and try to shock them, but mix it so it makes sense, not just throw a bunch of tunes together. I think this mix captures what I do in a night.

**What's the scene like there these Saturday nights anyway?** I'm loving it! It's been real live on Saturdays. I DJ by the pool so people start dancing in the water and all over place. Pretty much a mix of locals and people visiting who are looking to party. It's been great also because, musically, the crowd goes with me and they party hard. I have a lot fun playing there.

**South Beach**

Weekend in Miami Beach: April 22 – 25 2010

**Weekend in Miami Beach: September 24-27 2009**

Fashion, mystery and romance fill the air as we embark on another exciting South Beach weekend. The city sparkles brighter now that the daunting heat of summer has faded and our restaurants and bars brim with new visitors.

**Rose Bar at the Delano**  
 1685 Collins Avenue  
 Monday mornings often find us starting in awe at the local go-go columns as they reveal that some A-list celebrity was spotted enjoying a romantic weekend at the Delano Hotel. If you want to bump into Brit, Midge, Lindsay or A-Rod, stop by the Rose Bar to hear DJ D-Up spin his masterful mash ups tonight.

**South Beach**

Weekend in Miami Beach: July 30 – August 2 2009

**Weekend in Miami Beach: December 24 – 27 2009**

Our itinerary for July 30-August 2 brings together star chefs, iconic DJs and music legends to dazzle you from dusk 'til dawn. We've rounded up the best parties, the hottest happy hours and a few unexpected side trips to help you plan the perfect weekend. Start out with a relaxing spa morning to help you put your best face forward and then get ready to enjoy Summertime in South Florida! Have a Wonderful Weekend!

**Rose Bar**  
 1685 Collins Avenue  
 Hang out tonight with DJ D-Up who spins Saturdays at the Delano and makes the Rose Bar a red hot party! Dress to impress and keep an eye out for the celebrity crowd who still flock to the lobby bar and the Florida Room lounge late night.

**NewTimes Music**

**Head Spins: DJ D-Up**

By John Hood Thursday, Jan 10 2009

Anybody who's ever heard a track by Chuck Brown and the Soul Searchers knows the deep power of go-go, that mighty blend of pure funk and raw soul that could only come from the streets of D.C. It's a heady mix of down-low and way-up-on-high that brings to mind nothing so much as the party of your life.

So it stands to damn good reason that DJ D-Up calls what he does, simply, "party music." After all, the cat was born in our nation's capital. Better yet, his pops was a DJ too, back in the proverbial day. Which means D-Up has had that throwdown sound ground into him from the cradle to the streets.

Thank Zeus our first president's namesake city doesn't have the juice of the M.I.A., 'cause otherwise D-Up might not be here bringing all of our party people to life. Dig it: As a teen, D-Up would sneak into clubs and catch what who-knows-who was pushing. Then he'd go home to his basement and push it further, farther, and deeper. Once he got to college at UVA, he turned those skills into a residency at Soccer House, the fratlike hangout of the team to which he belonged. Thing about it is, D-Up found himself better suited to the turntables than the field, so he started slipping back into the Potomac and into the night.

Before long, every hot spot in D.C. ended up having him spin: Fly Lounge, Saki, Josephine's, Club Five, Andale, Fly Lounge, Kistree, 1223, Eyebar, and Tattoo among them. Eventually D-Up ran out of dance floors to conquer and braved down South.

Quick cut to now: Saturdays at the Delano Hotel's infamous Rose Bar, where the parade of wildlife is as colorful as an early 20th-century promenade on Easter Sunday. Sure, there are a few tourists in shorts, as well as the odd cross-country lawyer. But for some reason, even they turn almost hip when they fall under the sway of D-Up's lead-spinning. Like he says, it's party music, so you don't need instructions to get with it. It does help, though, to have an open mind and an open soul.

Then again, it's not hard to open up to the Jungle Brothers crossed with Common, or The Pharcyde's "Passing Me By" running into Pitbull's "Whoozy T Whoop." Maybe that's why Mokai has also begun putting D-Up on the tables once a month or so, and why swank spots such as the Shore Club and Bella Rose have had him handle the action's wheel. Sometimes it pays to go where go-go has gone, and where all good parties end up -- with a DJ named D-Up.

**NewTimes Blog**

**Head Spins Extra!: DJ D-Up Live at Mokai! Mix**

By John Hood in DJ Mix, Head Spins

Monday, Jun. 8 2009 @ 11:00AM

When New Times first caught up with DJ D-Up, the DC native was bringing his no holds barred "party music" to The Rose Bar at South Beach's infamous Delano each and every Saturday night. He also was swooping into the continually cool Mokai once a month or so.

Fast forward half a year and the cat's not only still holding sway at both joints, he's taken up with the Scratch DJ Academy. That's put him spinning everywhere from private corporate affairs to Crunch, where he gives after-work gym rats an uplifting beat to get fit with. Come fall, Scratch is also sending D-Up out on the high seas, for a five week throwdown with Royal Caribbean.

As choice as that sounds though, we're more interested in what D-Up's been doing for us lately. And if the rad mix delivered in his just-dropped Rare Form: Live at Mokai! is any indication, he's doing much more than we expected. Fat Man Scoop finding Nirvana; Boston leading to Blur; Jay-Z, in on the get; Young Boss thick in the middle; Pit Bull calling MGMT.... The wild ride of killer sides is enough to make us forget all our troubles and get absolutely happy. And isn't that what party music's all about?

But don't take our good word for it; download it yourself. But don't call us when you can't stop smiling.

Catch DJ D-Up every Saturday at the Delano, once a month at Mokai, and every Tuesday from 7 to 9 p.m. at Crunch on South Beach. Hear more of his spins at <http://www.dj-d-up.com>

Tags: Delano, DJ D-Up, Mokai

**NewTimes Locations**

**Rose Bar at the Delano**

1685 Collins Ave Miami Beach, FL 33139 | South Beach |

Category: Bars/Clubs

Upcoming Events

**Young, Fresh & New DJ D-Up**

Every week Thursday, 9:00pm Every week Saturday

**The Washington Post**

washingtonpost.com > Arts and Living > Going Out Gurus

HOME RESTAURANTS BARS & CLUBS MOVIES EVENTS MUSIC MUSEUMS

GOG BLOG | GOT PLANS? CHAT | BEST BETS | GO OUT JSTS | MOBILE | IPHONE APP

If you're mourning the closing of the Kickballers store and M3's departure from Club Five you can settle in at **Steve's Bar Room** with **Diallo Sharif**, a DJ and sneaker head who was part of the shop's team and could also be found spinning hip-hop on the roof at Five occasionally. Known for serious underground hip-hop selections, he can also toss up popular club sets that bounce between dance rock, '80s electro and dancehall reggae.

**South Beach**

Weekend in Miami Beach: December 24 – 27 2009

So make sure when you choose to party this week, you will have a happy holiday and ask that you stay safe and drink responsibly. It won't be a Happy New Year without you -- stick around for more exciting action coming your way in 2010.

**Rose Bar**  
 1685 Collins Avenue  
 Enjoy a night of party music at one of the most elegant venues on the shores of the Atlantic Ocean as DJ D-Up brings his sonic stylings to the decks starting at 9pm. Enjoy the whimsical mash-ups that are his signature style.

**Flashback Thursdays At Red Room**

Grab your boombox and throw on your leg warmers. The Shore Club invites guests to party in their infamous nightclub Red Room for Flashback Thursdays, a night filled with fun, soul and 80's throwbacks. Flashback Thursdays will also include unprecedented drink specials that'll make you feel like you're back in college from \$8 specialty cocktails to \$4 beers. In celebration of the party's debut on August 5, Red Room will offer ladies free wine and champagne available until midnight. DJ Sall Bon and DJ D-Up will be spinning old favorites in an old favorite hangout all night long. Flashback Thursdays is the perfect party for anyone looking to get away from the usual.

**The Washington Post**

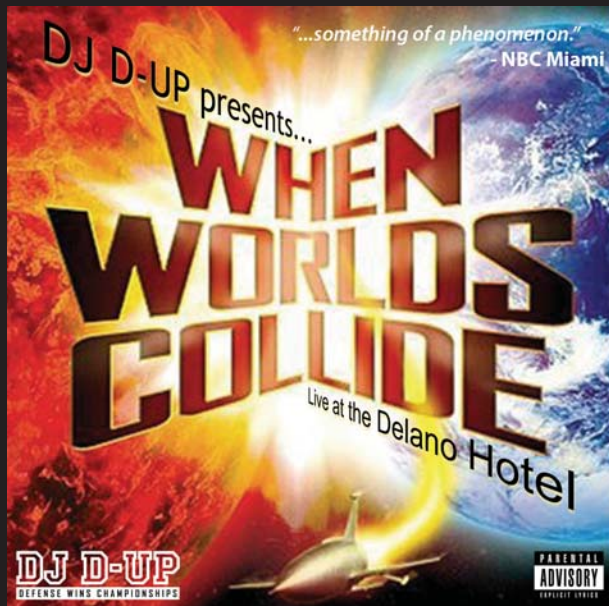
going out guide Events

**Diallo Sharif** Editors' Pick

**BIZBASH**

**DJ Diallo Sharif**

# MUSIC



[LISTEN/DOWNLOAD HERE](#) (open format)

*"... something of a phenomenon."*  
- NBC MIAMI

## Tracklist:

- Intro – DJ D-Up
- Carry Out – Timbaland ft Justin Timberlake
- Nothing On You – B.O.B. ft Bruno Mars
- The One – Mary J Blige ft Drake
- Gangsta Luv – Snoop Dogg ft The Dream
- Hello Good Morning (Remix) – Diddy (Dirty Money) ft Rick Ross & Nicki Minaj
- Zulu War Chant – Afrika Bambaataa
- Puerto Rico – Frankie Cutless
- Get Up (Rmx) – Masters At Work
- Let's Stay Together – Al Green
- I Can't Wait – Nu Shooz
- 900 number – 45 king
- Heaven And Hell – Last Century Band
- Poison – Bell Biv Devoe
- Apache – Sugarhill Gang
- Wanna Be Starting Something – Michael Jackson
- When Doves Cry – Prince
- Point Of No Return – Expose
- I'm Your Venus – Bananarama
- AEIOU – Freeez
- Meeting In The Ladies Room – Klymaxx
- Crush On You – The Jets
- Once In A Lifetime – Talking Heads
- You Spin Me Round – Dead Or Alive
- If You Need A Friend (Eli Escobar edit) – When In Rome
- Just Can't Get Enough (Dirty South Mix) – Depeche Mode
- Bulletproof (DJ @War rmx) La Roux
- Hot Drum Attack – Herve
- Take Over Control – Afrojack Ft Eva Simons
- One (Mistermike rmx) – Swedish House Mafia ft Pharrell
- Rock The Disco (David Guetta Laptop Remix – Robbie Rivera
- I'll Get You (Treasure Fingers Remix) – Classixx
- The Reeling (Calvin Harris rmx) – Passion Pit
- Sex On Fire (Richard Sharkey & Peter Sar Remix) – Kings Of Leon
- That's Not My Name (L.A. Riots Remix) – The Ting Tings
- My Boo (Solly Remix) – Ghost Town DJs
- When I Dip – Bingo Players
- Da Dip (When I Dip) – Freak Nasty
- Hoochie Mama – 2 Live Crew
- Boom I Got Your Boyfriend – MC Luscious
- C'mon N Ride It (The Train) – Quad City DJs
- Kryptonite (Miami Bass rmx) – Purple Ribbon Allstars
- Bass Is Gonna Blow Your Mind – Uncle Al
- It's Bigger Than Hip Hop – Dead Prez
- Lose My Mind (Remix) – Young Jeezy ft Drake
- Beamer, Benz, Bentley (Remix) Lloyd Banks ft The Dream, Ludacris, Jadakiss & Yo Gotti
- On To The Next One – Jay-Z ft Swizz Beatz
- Rude Boy (Serg Sniper Dancehall Remix) – Rihanna ft Sean Paul
- Find Your Love (Tropical Blendz Reggae Remix) – Drake ft Shaggy
- Hold Yuh – Gyptian



[LISTEN/DOWNLOAD HERE](#) (house, electro, indie)

## Tracklist:

- I'm Not Your Toy (Data Rmx) – La Roux
- Hot-n-Fun (Boys Noize Remix) – N.E.R.D. (feat. Nelly Furtado)
- Little Secrets (The Filth Remix) – Passion Pit
- California Gurls (Armand Van Helden Remix) – Katy Perry ft Snoop Dogg
- Throw Your Hands Up (Angger Dimas Remix) – Vandalism
- C'mon – Tiesto vs Diplo
- Rock The Disco (Laidback Luke Remix) – Robbie Rivera
- I Got My Eye On You (Chuckie Remix) – Nari & Milani & Christian Marchi ft Luciana
- Louder Than Words – Afrojack & David Guetta
- 4th Of July (Fireworks) (Calvin Harris Remix) – Kelis
- We Never Close Our Eyes (LAZRtag Remix) – Scanners
- Hey Hey (Loopers Remix) – Dennis Ferrer vs Laidback Luke & Diplo
- In The Zone (Bart B More Vocal Mix) – MC Flipside
- Hold Yuh (Major Lazer Remix) – Gyptian ft Major Lazer

# VIDEO

Royal Caribbean Celebrity DJ Caribbean Tour

[VIEW HERE](#)

ESPN/Redbull Superbowl 2010 Weekend

[VIEW HERE](#)

D-Up @ Mokai (Miami Beach)

[VIEW HERE](#)



# SHOWS

## Current Residencies:

Saturdays @ Pool Bar @ Delano Hotel (MIA)

Tuesdays @ Scratch Academy Showcase @ Crunch (MIA)

Bardot (MIA)

Sky Bar @ Shore Club (MIA)

The Florida Room @ Delano Hotel (MIA)

Rokbar (MIA)

Mokai (MIA)

Dream (MIA)

Vagabond (MIA)

Love Hate (MIA)\*

Purdy Lounge (MIA)

Kitchen 305 (MIA)

Rehab (MIA)

W Hotel (Ft. Laud)\*

251 Club (Palm Beach)

BET Film Festival After Party (MIA)

Adidas Originals (WMC) (MIA)

Y-3 (WMC) (MIA)

Hipster Overkill WMC Pool Party (MIA) (Featured on Urb.com)

Saks Fifth Ave (MIA)

Play Lounge (DC)\*

Fly (DC)

Josephine (DC)

Indebleu (DC)\*

Home (DC)

Steve's Bar Room (DC)\*

Blue Gin (DC)\*

K Street (DC)\*

Saki (DC)\*

Chloe (DC)

Eyebar (DC)\*

Club Five (DC)\*

Andalu (DC)\*

Tattoo (DC)

1223 (DC)

Sesto Senso (DC)

Buzz @ Nation (DC)

Modern (DC)

Sky Lounge (Baltimore)

Washington Redskins Cheerleader Events (DC)\*

Kickballers In-Store Event sponsored by Red Bull & Tiger Beer (DC)

Kickballers Webstore Launch Party (featured by NBC.com) (DC)

Scratch DJ Academy Events:

Royal Caribbean Celebrity DJ Caribbean Tour

Norwegian Cruise Lines Celebrity DJ Caribbean Tour

ESPN/Redbull Superbowl Weekend 2010 (MIA/Mexico)

MTV (Video Music Awards Special Event) (MIA)

Honda Civic Tour ft Paramore (MIA)

Seventeen Magazine Model Search (MIA)

Glamour Magazine (MIA)

AVP Pro Volleyball Tour (Ft. Laud)

Vans In-Store (Annapolis, MD)

H&M (Palm Beach)

GQ/Express (MIA)

Levi's (MIA)

7 For All Mankind (MIA)

Givenchy (MIA)

Bloomingdale's (MIA/DC)

Ann Taylor (MIA)

Macy's (MIA/DC)

Marie Claire (MIA)

Sephora (MIA/DC)

Gap (MIA)

\*Former residency

# C O N T A C T



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