

As the late Oscar Wilde once said: “life is too important to be taken seriously”, an ethos that Justin Martin is sticking with despite achieving soaring success over two decades as a producer and touring DJ. Justin first caught attention in 2003 with his debut record ‘The Sad Piano’ on Ben Watt’s Buzzin’ Fly label. After a lengthy career as a founding member of Dirtybird, Justin launched his own imprint ‘What To Do’ in 2020, focusing on his signature sound. In 2024, he then opened up the label as a platform to help young, emerging artists release music. He also continues to bring the Bay Area music community together with his ‘What To Do’ event series. Justin’s music is often described as melodic and tough, and each day he continues to explore his creativity and push his sound further, promising “music with emotional depth and raw dancefloor grit.”