Sinego is the face of a new generation of Latin dance music.

Alterego, the debut album by the Colombia-born, Mexico-based artist, is an ode to Latin folk music. The album is an ambitious journey across the region, blending modern dance aesthetics with the regional genres of a different country for each song. A definitive biography of Latin dance influences, each track taps on regional collaborators including Cuban Grammy-nominated vocalist Cucu Diamantes, Puerto Rican songwriting icon Millo Torres, and frequent collaborator Lucy Vives (daughter of Colombian pop legend Carlos Vives). Alterego has been remixed by Xinobi and El Búho and additionally features Mexico’s YoSoyMatt, Cuba’s Pauza, Chile’s Fernando Milagros, Argentina’s Kermesse, Portugal’s Moullinex, Mexico’s Pahua (Sotomayor) and more.

The album has been critically acclaimed, resulting in Sinego features in The Fader and Popdust, selection by The Grammy Awards as one of “7 Latin DJs To Watch In 2023”, and selection by Beatport as one of their “Next” artists for 2024. Alongside Alterego’s release Sinego was selected to perform at Latin America’s biggest stages Corona Capital and EDC Mexico, as well as in The United States at Burning Man and Lightning In A Bottle festival and in Europe at Ibiza’s Playa Soleil and with a club residency at Dolce & Gabanna’s official club opening in Marbella.

Sinego’s live show features himself as an orchestrator, multi-instrumentalist and vocalist alongside a band of virtuosic Latin-jazz trained keyboard and guitar players. As a DJ Sinego is known to mix regional Latin songs with underground techno selections, frequently DJing for 6+ consecutive hours on stages alongside artists including Christian Loffler, Parra For Cuva, Stavroz and Miami Horror. For his acclaim as a selector Sinego was handpicked as one of the first three Latin artists to release an official DJ Mix on Spotify, and he curates the most-followed Spotify official “Track IDs” playlist of any Latin artist. He also curates the official Viajero mix series for Apple Music where he collaborates with an influential artist from a different Latin American country for each episode. As a remixer Sinego has officially remixed tracks for artists including Sofi Tukker, Bomba Estereo, Elsa y Elmar and Matanza (Rodrigo Gallardo).

Following Alterego’s release Sinego will unveil singles with Diplo’s label The Higher Ground (Mad Decent), as well as Tomorrowland’s underground dance imprint Core Records.