

Origins & real-world experience

GIA is a Dubai-based DJ with over six years of experience performing across the UAE. Her musical path has moved through deep, organic and progressive house, gradually leading her towards rominimal / microhouse, deep tech and breakbeat — the sounds that now define her personal direction.

Originally from Bugulma, Republic of Tatarstan, she grew up in a musical family. Music had always been part of her life, but her own journey as a DJ began in 2019, when she took her first lessons at a DJ school in Kazan.

Mixing felt natural to her from the beginning. Soon after learning the basics, GIA started working in Dubai's lounges, bars, restaurants and beach clubs — almost completely from scratch and without years of preparation behind her.

Her early sets were built from a very small music collection. For one of her first one-hour performances, she arrived with only 12 or 13 tracks because she did not yet understand why a DJ needed a larger backup selection. Today, her library contains thousands of carefully selected records.

That contrast reflects how GIA truly learned her profession: through years of real work.

She sometimes worked six days a week and occasionally played two four-hour sets in the same day. These long residencies became her real DJ school. They taught her how to build extended sets, move naturally between genres, understand different rooms and remain calm when something did not go as planned.

She also learned to work with very different equipment. Sometimes she arrived at a venue and had to perform on a setup she had never used before — including CDJ-350 players without visible waveforms. Whatever the circumstances, she learned how to adapt, finish the set and keep the music moving.

Most importantly, those years gave her the time to grow without pretending that she already knew everything. Different venues required very different music. GIA began with deep house, organic house and progressive house, but her work gradually pushed her to explore disco, funk, commercial house, Afro House, Afro Tech, Afro-Latin and tech house. She learned how to give a venue what it needed without completely losing her own taste.

Instead of relying on obvious commercial tracks, she searched for music with stronger grooves, interesting production and more personality. A familiar vocal could still work in a restaurant or beach club, but it had to sound fresh enough for her to enjoy playing it.

Finding a personal sound

Tech house became the first step towards a more personal club sound. From there, she moved deeper into minimal, deep tech and techno, eventually finding rominimal / microhouse and breakbeat — genres that began to feel much closer to her own character.

In 2023, while exploring underground sets online, GIA discovered a musical world she had somehow missed despite years of listening to electronic music. By the beginning of 2024, rominimal / microhouse, minimal and breakbeat had become much more than additional genres in her collection. It felt like discovering a missing part of herself. Artists such as Ricardo Villalobos, Daniel Broesecke, Barac, BRYZ, Kirik and Silat Bekasi became important influences on her musical direction. Their music helped her understand how much could exist inside a track without obvious drops, dramatic build-ups or unnecessary noise.

For GIA, minimalism is not emptiness. It is the opposite. It is where she finds more detail, more meaning and more of herself.

Maybe I've never been obsessed with minimalism.
Maybe I've always been searching for silence.
In my home. In my thoughts. In my music.
The fewer distractions there are, the more I notice.
That's why microhouse feels like home to me.
Most people hear simplicity.
I hear thousands of tiny decisions, breathing together as one.

Before introducing this sound into her professional work, GIA spent a long time exploring it privately at home. She wanted to understand how the music moved, how its layers developed and how it could work outside a bedroom session. Over the following two years, she gradually began bringing it into her professional sets. She searched Bandcamp and independent platforms for unusual records, rare edits, sensual vocals, funk elements and retro references shaped by underground production. She then learned how to combine this music with deep house, deep tech and other styles without making the transition feel forced.

During a four-hour set, she could move through several genres while maintaining one clear musical direction. Something interesting began to happen. These were often the exact moments when people approached the booth, asked about a track or started filming. They did not always know what genre they were hearing, but they noticed that something had changed.

As GIA's sound became clearer, she was invited to perform at Gate Two by Iris, Reunion DXB and Soho Gardens. These performances allowed her to present a more individual side of herself and understand how her sound could work in underground settings. They also helped her learn when to stay deep, when to raise the energy and when to introduce more accessible minimal, tech house or progressive house without losing the direction of the set.

A smooth, stable line

GIA's ideal set follows one smooth and stable line. It moves through rominimal / microhouse, deep tech, deep house and carefully selected tech house. The energy may rise, but it does not suddenly explode. There are no unnecessary tricks, oversized build-ups or drops added only to demand a reaction. Her sound is clean, intelligent, hypnotic, quietly sensual and never pushy.

GIA does not want to tell people what they should feel. She wants to give them enough space to decide for themselves. A listener may feel inspired, nostalgic, curious, excited, introspective, closer to her, closer to themselves, bored, unaffected — or may even dislike the music completely. Every honest response is valid and welcome.

She does not play to become the centre of the room. DJing is a form of release and connection — a way to express something she cannot communicate in any other form. Too much attention can take her away from the music; her strongest moments happen when the focus returns to the sound itself.

Today, GIA's career exists between two connected worlds. Her residencies give her discipline, flexibility and constant real-life experience. Underground music gives her artistic identity.

She is not rushing towards the next title, country or achievement. Her focus is to keep refining her sound rather than chasing success — and to discover, at her own pace, how far that sound can take her.

ARTISTIC DIRECTION

ROMINIMAL / MICROHOUSE · DEEP TECH · BREAKBEAT

