



ELECTRONIC PRESS KIT / 2026

DO SHOCK BOOZE

Project by YOICHI HAYASHI

DJ LIVE ACT PRODUCER LABEL HEAD

Techno / Bass / Tribal / Ambient / Experimental

A ritualistic electronic project connecting Aso nature with the Tokyo underground.

BOOKING / PRESS

info@totemtraxx.com



ARTIST PROFILE

DO SHOCK BOOZE

Project by YOICHI HAYASHI

DO SHOCK BOOZE is the DJ / live project of **Yoichi Hayashi** - an electronic musician, producer, designer and label head connecting Aso, Kumamoto with Tokyo underground culture.

Named after *doshokubutsu*, meaning flora and fauna, the project turns organic energy into deep techno, bass pressure, tribal rhythm, ambient atmosphere and psychedelic detail.

Through **TOTEM TRAXX** and the **MEiYOU** party series, Hayashi connects sound, artwork and community into immersive club and outdoor experiences.



photo + logo supplied by artist



PROJECT SNAPSHOT

Artist:	Yoichi Hayashi
Project:	DO SHOCK BOOZE
Origin:	Aso, Kumamoto / Tokyo
Formats:	DJ set / live set / sound design
Affiliations:	TOTEM TRAXX / MEiYOU



SOUND & CREATIVE DIRECTION

Wild energy, engineered for the floor.

Core Movement

Deep techno, hypnotic drive, bass pressure and tribal percussion arranged for trance-state dancefloors.

Listening Space

Ambient, downtempo and environmental music for slower rooms, installations and reflective contexts.

Visual / Spatial Work

Artwork, party direction, fashion-show music, illumination pieces and sound design shaped around the room.

PROJECT LANGUAGE

The project treats rhythm as a ritual object: organic and raw, but built with the precision of modern club production.

Dub space, psychedelic atmosphere and rock-rooted physicality keep the sound earthy and alive.

Recommended For

Outdoor festivals, warehouse and club rooms, hybrid rave contexts, curated listening events, fashion and spatial productions.

Set Identity

From floor control to cinematic immersion: original tracks, remix work, deep tribal techno and experimental edges.



RELEASES & LABELS

Selected release history

Yoichi Hayashi has released, remixed or licensed music through a wide network of Japanese and international imprints while continuing to build TOTEM TRAXX as his creative home.

TOTEM TRAXX	Global Ark Recordings	Traum Schallplatten	Resopal Schallware
Snork Enterprises	Beatfreak Recordings	Baroque Records	Capital Heaven
Frequenza Records	Bonzai Progressive	Aenaria Tribal	Hypnotic Room
Plus Records	Bass Works Recordings	Crosspoint	Kneaded Pains

Additional earlier releases / licensing include Bonzai Music, Shinshy Records, Bembe Recordings, 7Stars Music, OUTDRAW MUSIC, Fountain Music, Flower Records, GALAXY RECZ and more.

HIGHLIGHTS

MODERNIAN EP

Resopal Schallware - a psychedelic tech-house / techno release footprint.

FOREST RANGER

Bass Works Recordings - includes remixes from Japan and overseas artists.

FIREFLY SQUID

TOTEM TRAXX - raw, deep and hypnotic techno with Arthur Robert and DJ M.A.X remixes.

SOLAR PLEXUS EP

TOTEM TRAXX - featuring Stephane K and Herbalistek remixes.

CROSSPOINT REMIXES

J.A.K.A.M. / Crosspoint-related remix and production work.

ARTOFLIFE / MEIYOU

TOTEM TRAXX releases and curatorial projects extending the label concept.



PERFORMANCE HISTORY

Selected appearances and contexts

DO SHOCK BOOZE has performed in clubs, DJ bars and live houses around Tokyo and across Japan, as well as at leading outdoor festivals and international bookings.

FESTIVALS / VENUES / BOOKINGS

- **FUJI ROCK FESTIVAL** - Pyramid Garden
- RAINBOW ASO
- Re:birth Festival
- Meeting Point Festival
- Brightness
- EN FESTIVAL
- **GLOBAL ARK**
- WOMB / R Lounge / Contact / Bonobo / VENT
- clubasia / CUBE326 / Kumamoto Navaro
- Bali / Paris and international bookings

BEYOND THE BOOTH

Hayashi also works across music direction for fashion shows, sound design for environments, music for illumination projects, visual direction for parties and artwork, remix production and cross-genre arrangement.

He also develops event and label culture through MEiYOU, TOTEM TRAXX activities and Global Ark-related curation, extending outdoor-festival sensibility into releases, community and sound design.



MEDIA / BOOKING

Booking, press, remixes and collaborations

For DJ / live bookings, press requests, remix work, label inquiries, sound-design projects and special collaborations, please contact:

CONTACT

info@totemtraxx.com

PRESS LINE

DO SHOCK BOOZE is Yoichi Hayashi's ritualistic electronic project - a body-led fusion of deep techno, tribal bass, ambient psychedelia and visual world-building.

OFFICIAL LINKS

doshockbooze.com

totemtraxx.com

soundcloud.com/do-shock-booze

EPK layout prepared in English. Photos and logo supplied by artist. Public profile details arranged for professional press / booking use.