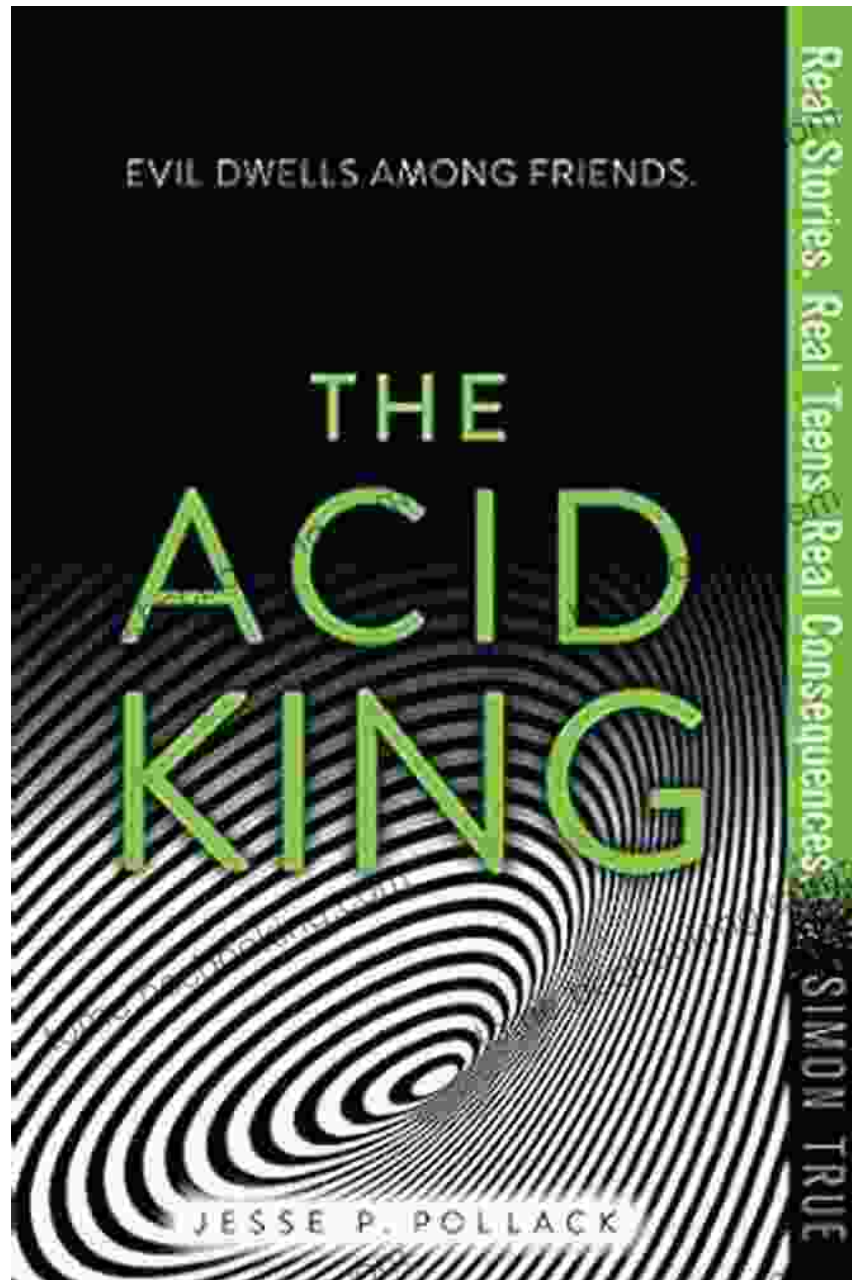


# The Acid King: The Extraordinary Life and Legacy of Simon True

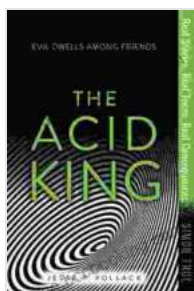


In the annals of music history, few individuals have left as indelible a mark as Simon True, the enigmatic and influential figure known as the Acid King. From his humble beginnings in the backstreets of London to his reign as a

global music icon, True's journey is a testament to the transformative power of passion, perseverance, and the unwavering belief in the magic of music.

## The Early Years: A Love for Music Ignited

Born into a working-class family in the East End of London, Simon True's love for music was sparked at an early age. As a young boy, he would spend countless hours listening to his father's collection of jazz and blues records, losing himself in the melodies and rhythms that filled his home. It was during this time that the seeds of his future career were sown.



### The Acid King (Simon True) by Elizabeth Lim

★★★★☆ 4.5 out of 5

Language : English  
File size : 2638 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 361 pages



## From Record Store Clerk to Industry Maverick

In his teenage years, True's passion for music led him to a local record store, where he began working as a clerk. It was there that he gained invaluable insights into the music industry and forged connections with aspiring musicians. True's keen ear and unwavering determination quickly caught the attention of industry professionals, and soon he was offered a job as an A&R representative for a small independent label.

## The Birth of Acid House: A Revolutionary Sound

The 1980s marked a pivotal moment in True's career, as he played a pivotal role in the birth of acid house music. Intrigued by the emerging underground scene in Chicago, True traveled to the Windy City and immersed himself in the vibrant and experimental sounds that were captivating dancefloors. Recognizing the genre's immense potential, True championed acid house back in the UK, introducing it to a new generation of music lovers.

### **The Rise of Trax Records: An Industry Powerhouse**

In 1987, True co-founded Trax Records, a label that would become synonymous with the acid house movement. Trax Records quickly established itself as a breeding ground for some of the most influential artists of the era, including Marshall Jefferson, Phuture, and DJ Pierre. True's vision and leadership played a crucial role in shaping the sound of acid house and propelling it to global prominence.

### **International Success and Global Recognition**

Trax Records' success catapulted True to international fame, and he soon became one of the most sought-after music producers and executives in the industry. He worked with a diverse range of artists, from underground dance music pioneers to mainstream pop icons, leaving an indelible mark on the global music landscape.

### **A Legacy of Innovation and Influence**

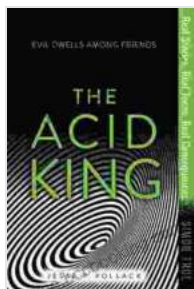
Simon True's legacy extends far beyond his role in the acid house movement. Throughout his career, he has consistently pushed the boundaries of music, embracing new technologies and genres. His contributions to the industry have earned him widespread recognition and

accolades, including the Free Download of the British Empire (OBE) for his services to music.

## The Acid King: A Man of Passion and Vision

Simon True, the Acid King, is more than just a music industry icon; he is a true visionary who has dedicated his life to the pursuit of musical excellence. His unwavering passion for music, combined with his keen business acumen, has left an immeasurable impact on the industry and the lives of countless music lovers around the world.

The journey of Simon True, the Acid King, is a testament to the transformative power of passion, perseverance, and the belief in the magic of music. From his humble beginnings to his reign as a global industry icon, True's story is an inspiration to anyone who dares to dream big and change the world through the power of art.



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