

DEAN RICHARDS - shaken'n'served

★ MUSIC & MARTINIS ★ WITH DEAN RICHARDS REARDON

★ BEHIND THE BAR



DEAN REARDON STARTED HIS HOSPITALITY CAREER IN LONDON 1997 SLINGING BEVERAGES FOR A.LIST CELEBRITIES AT THE FAMOUS MEMBERS ONLY CLUB, SOHO HOUSE. DURING HIS TIME IN LONDON HE LEARNED THE PROFESSIONAL BAR TENDING TRADE AND EARNED HIS PLACE AS HEAD BARTENDER AT THE FAMOUS MAYFAIR CLUB.

AFTER TRAVELING THE WORLD BAR TENDING IN ELITE COCKTAIL BARS, DEAN MOVED ON TO AUSTRALIA WHERE HE LEARNT THE ART OF MIXOLOGY AND WON MULTIPLE AWARDS FOR HIS COCKTAIL EXPERTISE. WHEN IN AUSTRALIA, DEAN MANAGED AWARD WINNING WATERING HOLES AND FOUNDED HIS OWN MOBILE COCKTAIL COMPANY THAT SPECIALIZES IN COCKTAIL DESIGN FOR EXCLUSIVE EVENTS WITHIN AUSTRALIA.

WHEN IN AUSTRALIA, DEAN DESIGNED COCKTAILS FOR EXCLUSIVE EVENTS SUCH AS, THE AUSTRALIAN MUSIC AND TELEVISION AWARDS AND CONSULTANTED FOR AUSTRALIA'S HIT TV SERIES, MY RESTAURANT RULES WHERE HE DEVELOPED CUTTING EDGE BAR CONCEPTS AND DEMONSTRATED HIS BARTENDING SKILLS IN FRONT OF A VIEWING AUDIENCE OF OVER 3 MILLION.

DEAN IS NOW BASED IN KUALA LUMPUR WHERE HE HOPES TO HELP DEVELOP MALAYSIA AS A COSMOPOLITAN COCKTAIL DRINKING CULTURE.

AWARDS:

- BARTENDER OF THE YEAR AUSTRALIA 2003 & 2004
- INAUGURAL GRAND MARNIER TROPHY 2001 (1ST PLACE)
- 1ST PRIZE: ABSOLUT SEVEN SINS
- COCKTAIL LIST OF THE YEAR 2003 (DALLAS TEXAS)
- COCKTAIL LIST OF THE YEAR 2004 (NEW YORK)
- COCKTAIL LIST OF THE YEAR (AUSTRALIA 2002)
- COCKTAIL LIST OF THE YEAR KL 2008 (JUICE MAG MALAYSIA)
- BEST OUTLET KL 2009 (HORECA SCHOOL OF EXCELLENCE)

COCKTAIL PARTIES:

- LOGIES AUSTRALIAN TELEVISION AWARDS
- MTV AUSTRALIA
- ARIA MUSIC AWARDS
- MELBOURNE CUP
- CHANNEL 10 AUSTRALIA
- ASTRO MALAYSIA
- SUNBURST KUALA LUMPUR
- ADIDAS MALAYSIA

- RAW FLUID LAUNCH PARTY
- FACE2FACE MALAYSIA
- SKYY INFUSIONS LAUNCH
- ABSOLUT LOVE PARTY
- ABSOLUT SEVEN SINS, OPERA HOUSE SYDNEY
- BACARDI FEST SYDNEY
- FORMULA ONE AFTER PARTY MELBOURNE
- AUSTRALIAN IDOL FINALE AFTER PARTY
- MISS WORLD MALAYSIA 2008

★ MUSIC & MARTINIS ★ WITH DEAN RICHARDS REARDON

TEL: +6 012 655 5984 | E-MAIL: DEAN@MILEHIGHSOUNDS.COM / SHAKEN.N.SERVED@GMAIL.COM

★ EVENTS

DEAN FIRST STARTING WORKING IN EVENT MANAGEMENT BACK IN MELBOURNE IN 2002. DEAN WAS HIRED BY AUSTRALIAS LARGEST DANCE FESTIVAL ORGANISERS, FUTURE ENTERTAINMENT, WHERE HE OPERATED MULTIPLE BARS FOR MAJOR EVENTS SUCH AS SUMMA DAYZE, GOOD VIBRATIONS, KISS MY GRASS (KISS FM), FUTURE MUSIC FESTIVAL & MISCHIEF. DEAN STUDIED THE TRICKS OF THE TRADE WHILE WORKING CLOSELY WITH THE THE FUTURE GROUP AND KNEW HE HAD FOUND HIS TRUE PASSION.

OVER THE 4 YEARS IN MELBOURNE, DEAN MANAGED POPULAR NIGHT SPOTS SUCH AS ROOM 680, FFOUR & LOVE MACHINE. HE WAS IN CHARGE OF CLUB MANAGEMENT, EVENTS AND BOOKING LOCAL & INTERNATIONAL DJ'S.

DEAN BOOKED & SPENT TIME WITH DJ'S SUCH AS; PAUL VAN DYK, JOHN DIGWEED, STACEY KIDD, RON CARROL, GRANT SMILEY (TV ROCK), JOHN COURSE (MOS), EMJAY (PERFECTO RECORDS), DIRTY SOUTH & MANY MORE TALENTED AUSTRALIAN DJ'S.

IN NOVEMBER 2007, DEAN WAS OFFERED A POSITION IN KUALA LUMPUR WITH THE RAW GROUP SOLARIS, WHERE HE WAS HIRED AS A CONSULTANT FOR BAR CONCEPTS & EVENTS. AFTER HIS TIME WITH THE RAW GROUP HE THEN WENT ONTO MANAGE TWENTYONE KITCHEN+BAR FOR 1 YEAR.

DEAN BUILT BAR CONCEPTS & EVENTS UNDER THE BANNER SHENANIGANS ENT. AND ORGANIZED EVENTS SUCH AS:

★ FACE2FACE - FACEBOOK STREET PARTY

SOLARIS OUTDOORS MONT KIARA, 2000PAX, SPONSORED BY DIGI, HEINEKEN, SKYY VODKA, MWM MAG & MACALLAN. DJ'S GLYNN TANDY (UK), BJOLLY (UK), JOEYG, BLASTIQUE & THE 80FCLUBS.

face2face

★ FACE2FACE RECOVERY PARTY

RAW SOLARIS, (FULL HOUSE), SPONSORED BY CELCOM & HEINEKEN. DJ'S DEAN RICHARDS, JOEYG & BLASTIQUE.

★ FACE2FACE 2

BOILER ROOM HARTAMAS, 600PAX, SPONSORED BY CELCOM & FINLANDIA. DJ'S DEAN RICHARDS, GLYNN TANDY, BLASTIQUE, KUGHEN, ROB NUTEK & JOEY G.

★ 8 OF CLUBS 1/2/3
RAW BAR SOLARIS, SPONSORED BY HEINEKEN. EIGHT LOCAL DJ'S INCLUDING DEAN RICHARDS, BLASTIQUE, KUGHEN, ECLECTIC BOTZ, GLYNN TANDY, MILKII HANI, AWAD & EDYCTED.

★ LIPSTICK GOSSIP 1 -6
JULY 2009 TO DECEMBER 2009. EXCLUSIVE LADIES ONLY EVENT, LIMITED TO 100 LADIES. SPONSORED BY ABSOLUT, SKYY VODKA & XRATED LIQUEUR. SUPPORTED BY L'DRIEL, REVLON, STAGE MAKEUP, MAKE UP STORE & LAURENT BLEU.