



PRESS KIT · EXECUTIVE SUMMARY · 2026/27

Smile.
Dance.
Connect.

From disco to clubbing. Club culture from the Maresme,
Barcelona.

Groovy is more than music. It's a community bringing back the spirit of the dancefloors where what mattered was **the music, the people and the will to have a good time.**

The Groovy Parties is a club culture project born in the Maresme, north of Barcelona. We create parties where the dancefloor becomes a meeting point again: sets built to keep you dancing from start to finish, a crowd that recognises each other and comes back, and a clear musical identity that runs from disco to house.

Behind it are people, not an anonymous brand: the Groovy Brothers, DJs and founders, and a community of guest artists who share the same way of understanding a party.

ORIGIN

Maresme · Barcelona

HEART

The Groovy Brothers:
Toni Maloni and Xavi
C

SOUND

Disco · Funk · Classic
house · Disco house

FORMAT

Residencies, seasonal
concepts and secret
parties

The three pillars of Groovy.

Smile.

We're here to have fun. You can see a Groovy party on people's faces before you see it on the floor.

Dance.

The music rules. From disco to house, sets built to keep you dancing from start to finish.

Connect.

People who meet, recognise each other and come back. The dancefloor is where it all happens.

You know a Groovy party by how it makes you feel.

What makes us different.

01

Musical culture

We don't copy trends. Our identity is rooted in disco and house.

02

Personality

Groovy has familiar faces. Behind it are the Groovy Brothers, not an anonymous brand.

03

Community

Parties to come back to, to meet old friends and make new ones.

04

Concepts

Seasons, episodes and names. We don't announce DJ sets: we create experiences.

We don't chase trends.
We share a musical culture.

Music that connects generations.

Sets with a story, from start to finish. From 70s groove to the classic house of Chicago and New York, with disco house as the bridge between eras.

Disco

Dancefloor classics

Funk

The 70s and 80s

Classic house

Chicago and New York

Disco house

The bridge between eras

Balearic

The spirit of Ibiza

Groovy Brothers.

Toni Maloni and Xavi C are the heart of The Groovy Parties. Two paths that come from 80s and 90s electronic music and meet in the same place: disco, funk and classic house, and the belief that the only thing that matters is what happens on the dancefloor.



CO-FOUNDER · DJ

Xavi C

A Barcelona DJ who comes from the darker sounds of the 90s: EBM, Manchester guitars and the acid house of the Haçienda. Over the years his sound has moved towards funk, disco and classic house, with a soft spot for cosmic disco and disco house. Classics, hidden gems and infectious grooves to get people dancing and connecting.

L'Avenue · Can Rin · Ses Salines · Castell de Mataró · Buticlan BCN



CO-FOUNDER · DJ

Toni Maloni

Born in Barcelona, he has been DJing since 1998. From techno-pop and electronic roots, with The Cure, Depeche Mode, New Order and Kraftwerk as references, he moved into tech-house, house and deep house. Loyal to vinyl and to the classics of his generation, which he still weaves into every set.

Suborn · Aguelo 013 · Invisible · Numero9 · Sigloveinte (Donostia) · The Summit (New York)

Seasons, episodes and names.

WINTER RESIDENCY

Winter Clubbing

A series of afternoon parties at Ribs and Blues (Mataró), from November to April. Every episode brings a guest DJ, with a warm-up from the Groovy Brothers.

SUMMER CONCEPTS

On the beach

When the heat arrives, Groovy heads to the Maresme beaches: afternoon parties with music, food and a Mediterranean vibe at Palobeach Xiri.

SPECIAL EDITIONS

Secret location

Themed nights paying tribute to legendary dancefloors, with the address only for those who make it.

GROOVY PARTNERS

A community of guest DJs who share our way of understanding the dancefloor: César de Melero, Nemo DJ, Marc Downites, D.C., Hamptom and Jordi X, among others.

Let's make people dance.

Private parties · Brands & companies · Clubs & venues

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