# DJ AG turns London streets into live music stages with star-studded surprise gigs



A dynamic force in London's vibrant music scene, DJ AG, known off-stage as Ashley Gordon, is transforming how Britons experience live music. With his unique street performances, he invites famous artists to surprise commuters and bystanders alike, showcasing established and emerging talent for free. Notable names, including Ed Sheeran, Will Smith, and Rita Ora, have lent their star power to his impromptu gigs, which often draw substantial crowds, creating a palpable buzz around renowned locations like King's Cross and Shoreditch.

The 39-year-old DJ attributes this remarkable shift in his career to a blend of personal motivation and digital engagement. After spending over a decade in a £60,000-a-year managerial role at a sales company, DJ AG faced a turning point when his children encouraged him to delve deeper into his music passion. Initially hesitant, he decided to explore his DJing side hustle on TikTok. Speaking to Metro, he reflected on this leap, stating, "I realised that I could monetise and survive, so I effectively quit my job."

Despite achieving fame, his journey has not been devoid of obstacles. When DJ AG first took to the streets in 2023, he faced hostility, including instances of onlookers throwing water and eggs at him in disbelief. However, undeterred by these setbacks, he persevered, maintaining a commitment to his craft. Challenges also came from local authorities; he received warnings and even an antisocial behaviour order for attracting large crowds, which he found concerning. He expressed to Time Out, "On the basis that it was unsafe... I found that disgusting," highlighting the struggle artists face in balancing passion with regulatory frameworks.

Yet, DJ AG's determination has yielded a substantial following on platforms like TikTok, where he boasts over a million followers. His performances not only energise the local music scene but also introduce lesser-known artists to a broader audience, fostering community and inclusivity in an often fragmented industry. His departure from traditional venues to open-air settings has revitalised engagement with the UK rap and grime scenes, allowing grassroots talents to shine alongside established names. DJ AG's innovative approach has drawn praise from critics and peers alike, with notable figures such as Skepta and JME actively participating in his events.

Beyond the allure of celebrity collaborations, DJ AG maintains a humble ethos. He engages in community outreach and performs at care homes, demonstrating a commitment to spreading joy through music. His efforts to enhance music education and his involvement in rehabilitative initiatives for prisons underscore a broader mission to make a positive impact. In 2024, his contributions to London's cultural landscape earned him the title of Time Out's DJ of the Year, celebrated not just for his musical talent but for his ability to unite communities through shared experience.

In a world where fame often overshadows authenticity, DJ AG stands out with a grounded and sincere approach to his artistry. He articulates a vision centred on humility and appreciation, stating, "For me, everything is done with humility and being grateful." As he continues to create memorable moments on the streets of London, DJ AG is more than a performer; he is a beacon of inclusivity, joy, and community spirit, embodying the transformative power of music.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/femail/article-14809509/How-favourite-musician-free-Meet-London-DJ-ditched-60k-year-sales-job-bring-worlds-famous-artists-street-gigs-UK.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.euronews.com/video/2024/10/31/meet-dj-ag-the-tiktok-dj-turning-londons-streets-into-a-viral-stage-for-up-and-coming-arti)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/femail/article-14809509/How-favourite-musician-free-Meet-London-DJ-ditched-60k-year-sales-job-bring-worlds-famous-artists-street-gigs-UK.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[5]](https://www.theshadeborough.com/latest/dj-ag-has-been-crowned-times-out-londoner-of-the-year-2024), [[3]](https://www.oculate.uk/archives/is-dj-ag-transforming-grime-for-the-next-generation)
* Paragraph 3 – [[2]](https://www.bbc.co.uk/news/articles/cwy51kq0e8eo), [[5]](https://www.theshadeborough.com/latest/dj-ag-has-been-crowned-times-out-londoner-of-the-year-2024), [[6]](https://www.hashtagblackjoy.com/post/meet-the-dj-ag-online-the-man-revolutionising-live-street-performances-and-turning-local-moments-in)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/femail/article-14809509/How-favourite-musician-free-Meet-London-DJ-ditched-60k-year-sales-job-bring-worlds-famous-artists-street-gigs-UK.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://www.hashtagblackjoy.com/post/meet-the-dj-ag-online-the-man-revolutionising-live-street-performances-and-turning-local-moments-in), [[3]](https://www.oculate.uk/archives/is-dj-ag-transforming-grime-for-the-next-generation)
* Paragraph 5 – [[4]](https://www.euronews.com/video/2024/10/31/meet-dj-ag-the-tiktok-dj-turning-londons-streets-into-a-viral-stage-for-up-and-coming-arti), [[5]](https://www.theshadeborough.com/latest/dj-ag-has-been-crowned-times-out-londoner-of-the-year-2024), [[6]](https://www.hashtagblackjoy.com/post/meet-the-dj-ag-online-the-man-revolutionising-live-street-performances-and-turning-local-moments-in)

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## Bibliography

1. <https://www.dailymail.co.uk/femail/article-14809509/How-favourite-musician-free-Meet-London-DJ-ditched-60k-year-sales-job-bring-worlds-famous-artists-street-gigs-UK.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.bbc.co.uk/news/articles/cwy51kq0e8eo> - DJ AG, also known as Ashley Gordon, has been credited with revitalising the UK rap scene through his live-streamed street performances. He invites both established and emerging artists to join him in impromptu sets across London, attracting large crowds and millions of online viewers. His spontaneous approach has garnered attention from major acts like Skepta, JME, and Lethal Bizzle, who have participated in his sessions. DJ AG's initiative provides a platform for new talent and brings music directly to the streets, energising the local music scene.
3. <https://www.oculate.uk/archives/is-dj-ag-transforming-grime-for-the-next-generation> - Ashley Gordon, known professionally as DJ AG, is revolutionising the UK grime scene by taking live performances to the streets. His impromptu sets, often featuring both established and up-and-coming artists, are streamed to a growing online audience. DJ AG's approach offers a grassroots platform for emerging talent, fostering a sense of community and inclusivity. His performances have attracted attention from industry legends and have become a significant part of London's music culture, reshaping how grime is experienced and appreciated.
4. <https://www.euronews.com/video/2024/10/31/meet-dj-ag-the-tiktok-dj-turning-londons-streets-into-a-viral-stage-for-up-and-coming-arti> - DJ AG, also known as Ashley Gordon, has gained millions of followers on TikTok by transforming London's streets into vibrant stages for emerging artists. His outdoor DJ sets invite passers-by and grassroots performers to join in live, creating spontaneous and energetic performances. From established artists like Skepta to everyday people, DJ AG's sessions are inclusive and open to all. His innovative approach has turned local moments into global events, showcasing the diverse talent thriving in London's music scene.
5. <https://www.theshadeborough.com/latest/dj-ag-has-been-crowned-times-out-londoner-of-the-year-2024> - Ashley Gordon, known as DJ AG, has been named Time Out Magazine's Londoner of the Year for 2024. The Tottenham-born DJ has gained massive attention on social media with his impromptu street performances in London. His sets often feature surprise appearances from artists like Skepta, JME, and Jorja Smith. Beyond showcasing established talent, DJ AG provides a platform for up-and-coming artists and spreads joy through music to unsuspecting passers-by. His positive impact has also led him to perform at care homes and engage in community activities.
6. <https://www.hashtagblackjoy.com/post/meet-the-dj-ag-online-the-man-revolutionising-live-street-performances-and-turning-local-moments-in> - Ashley Gordon, known as DJ AG, is revolutionising live street performances by turning local moments into global events. His outdoor DJ sets, streamed to a combined audience of over 500,000 followers on TikTok and Instagram, invite artists to perform alongside him. A pivotal moment in his journey was when dancehall legend Daddy Freddy joined his livestream, leading to viral success. DJ AG's approach offers a platform for diverse talents and fosters a sense of community, reshaping how music is discovered and experienced.
7. <https://londonnewsonline.co.uk/news/i-just-want-to-make-people-happy-dj-on-a-mission-to-spread-joy-through-brixton/> - Ashley Gordon, known as DJ AG, is on a mission to spread positivity through Brixton by performing impromptu DJ sets in the area. Armed with his decks, generator, and camera, he sets up outside Brixton Tube station, inviting passers-by to join in. His sets are open format, switching between genres and open to requests from the public. DJ AG's performances aim to uplift the community, especially children, and provide a voice to the voiceless, fostering a sense of joy and unity through music.