

HOSPITAL



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HOSPITAL BIO

Currently one of the biggest names in UK dance music, Hospital Records was launched in 1996 by Tony Colman & Chris Goss as a vehicle for their left of centre musical creations... The label has grown exponentially over the last decade and is now universally adored by both fans and critics alike, with an artist roster which reads like a who's who of UK breakbeat.

Hospitality was established in 2002 with the first night at the then up and coming in Herbal venue in Shoreditch, a club which is now synonymous with drum and bass, and continues to be one of the busiest and most hyped Friday night events.

Over the years the name Hospitality has grown alongside the label, to become a byword for a high quality fun fuelled clubbing experience. Every 3rd Friday of the month the queue snakes back down Kingsland Road for the hottest party in town. The list of guest DJs that have played across the years reads like a who's who of D&B Fabio & Grooverider, Doc Scott, Friction, Bryan G, Andy C, Nicky Blackmarket, Calibre, Marcus Intalex, Klute and many more. MC wise, it's all about Hospital Records two favorite wordsmiths SP:MC, MC Wrec and new discovery MC Ruthless who take Turns to keep the party vibe rockin.

Hospital residents London Elektriccity, High Contrast, Nu:Tone, Cyantific, Logistics, Danny Byrd & Tomahawk go a long way to making the night what it is, with sets aimed squarely at the dancefloor but never taking it too deep or forgetting the fun factor.



In April 2004 Hospital took things to the next level with their quarterly residency at London Superclub Heaven in Charing Cross and put on its biggest party to date. The Heaven Quarterlies have been an unprecedented success with four rooms of Hospitality and some heavyweight line ups keeping over 2000 clubbers dancing through to 6am.

Not wanting to be London centric, and realizing the need to expand the brand internationally, Hospitality has spread its wings far and wide with various regional residencies across the UK, Europe and with one off events from Beijing to Budapest. Hospitality now has residencies in Birmingham, Brighton, Berlin, Holland and Vienna.

We've become very picky about the events we're prepared to put our name to - meaning only the cream crop get's the Hospitality name! Don't Sleep!



"HOSPITAL RECORDS STILL HAVE A STRANGLEHOLD ON THE NATIONS DANCEFLOORS"
- THE INDEPENDENT

"A TOUCH OF MAGIC IN THE HEAVENLY ARCHES"
- ONE WEEK TO LIVE

"THERE'S A RUMBLE IN THE JUNGLE AS THE D&B DONS ROAR"
- TIME OUT

"YES, WE KNOW YOU'RE BORED WITH HEARING US BANG ON ABOUT HOW GREAT HOSPITAL RECORDS ARE, BUT THE FACT IS THEIR SOULFUL, DISCOFIED TAKE ON DRUM & BASS HAS REVOLUTIONISED THE GENRE"
- IDJ



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HOSPITALITY @ HEAVEN

Hospitality at Heaven is the jewel in the crown for the Hospitality brand. One of London's oldest clubs, Heaven is Located in the centre of town, Underneath Charing Cross station, and was home to the legendary RAGE night - one of the most seminal. With four rooms, six licensed bars and Funktion One Soundsystem throughout the club is everything you could ask for on a night out.

Headline acts at Hospitality have included some of the biggest names in UK dance music: Roni Size, LTJ Bukem, Fabio & Grooverider, Andy C, Radio One's Annie Mac, and more. With around 30 artists performing at each event across 4 arenas the night offers serious value for money. As a result, Hospitality attracts clubbers not only from London and the South East, but from all over the world, dedicated hospital fans from as far a field as Poland, Canada and Australia have all made the pilgrimage to the Heavenly arches.

CASE STUDY: HOSPITALITY @ HEAVEN 08/09/06



ROOM ONE -
DJ MARKY
HIGH CONTRAST
MAMPI SWIFT (HOSPITALITY SET)
LOGISTICS
LONDON ELEKTRICITY
OPTICAL
Q PROJECT
MCS DYNAMITE / WREC
/ SP:MC

ROOM 2 - COMMERCIAL SUICIDE
KLUTE
CALIBRE
BAILEY
SKC
STAMINA MC / RUTHLESS

ROOM 3
NINJA TUNE PRESENTS
SOLID STEEL
DK / BEN WESTBEECH / J MOUNTAIN

ROOM 4
WWWHUTT?! SOUNDSYSTEM

The last big party of the summer, or the first big party of the autumn? You decide! Whatever the weather it's Brazilian superstar DJ Marky's Hospitality debut and you can bet your bottom dollar the smiling scratch-maestro has got something special up his sleeve. Alongside will be big room champion Mampi Swift, ready to mix, tease and double drop his way through an exclusive one off Hospitality set. Special guest Optical will be dropping some virus sickness, but fear not the NHS Selectors will come correct with the medicine, High Contrast, London Elektriccity, Logistics and Q Project supplying the main room prescription.

The drum and bass selection continues in Room 2 where we welcome uncompromising underground hero Klute and his Commercial Suicide clique, with the legendary Calibre making a rare London appearance alongside 1xtra's Bailey and Hungarian SKC. Room 3's freestyle flava is overseen by the seminal Ninja Tune label who bring their Solid Steel seal of approval, while Big Dada collaborators wwwhut bring some offkey vibes in room 4.

This four room behemoth is the 3rd Hospitality at Heaven event of the year. Consistently offering the biggest line ups, the best crowd, the dopest beats. Remember this is no ordinary rave, this is Hospitality, so there's no bad attitude, no snotty fashionistas, just nice people partying hard to some tasty beats right through till 6am.



PROPOSAL

In a sponsor we are looking for a brand that our target audience can identify with. Our target audience being 21-35 year olds who are more affluent and more selective than the stereotypical drum & bass crowd.

Hospitality instantly attracts this type of crowd because of the more mature approach to creating club nights which is powerfully reflected through their artists and styles of music. In the long run we are looking for a brand that will benefit from our association as much as we do theirs.