

ADDICTIVE TV



Once so eloquently described as 'next level shit' by Grandmaster Flash, British electronic duo Addictive TV create music with a difference; it's music you can see.

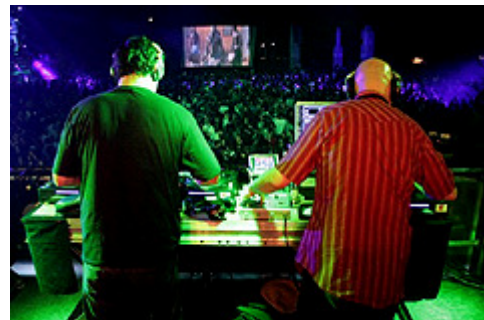
They are "responsible for mind-bending live entertainment" according to UK newspaper The Times. American music magazine XLR8R described them as "light years beyond the gallery realm of masters like Bill Viola" while US entertainment magazine Paste said "Addictive TV completely blew my mind! ...a compelling popculture audio/visual avalanche!"

In their extraordinary work, Addictive TV delve deeply into movies and videos hunting for sounds and images to sample, creating dance music that fuses everything from fidget and electro to drum 'n' bass and rock. Borrowing from hip-hop's cut 'n' paste methodology, as British newspaper The Guardian put it, "Addictive TV continue to take hip-hop's scratch philosophy into the cyberpunk age". They create their music by keeping the audio and video samples together, so their fans get to see more than just a DJ, more than just graphics or visuals; they get to experience music in a genuinely unique way. Everything from the World Cup to Star Trek gets remixed. *It's entertainment Jim, but not as we know it!*

Criss-crossing the music and art worlds, Addictive TV have appeared everywhere from the Pompidou Centre in Paris and the Museum of Contemporary Arts in Shanghai, to international clubs such as Razzmatazz in Barcelona, Womb in Tokyo and Paradiso in Amsterdam. They've now played in more than 40 countries, at events including the UK's Glastonbury Festival and the Winter Olympics 2010 in Vancouver.

Addictive TV's line-up is now founder **Graham Daniels** and mash-up guru **Mark Vidler**, aka Go Home Productions.

The pair met in 2005, through EMI, working together on Mark's album track *Rapture Riders*, mixing *Blondie (Rapture)* with *The Doors (Riders on the Storm)*. And when one of the duo releases the first ever officially cleared mash-up album and the other is twice voted #1 VJ in the World in the DJ Mag annual poll, something unconventional and interesting was bound to emerge.



On the directing and sound design front, Addictive TV have created commercials and video installations for the likes of Adidas, EA Games and Red Bull. Hollywood studios including Paramount, Universal and 20th Century Fox, have all used their movie mashing talents to create alternative trailers for films including Iron Man, Fast & Furious and Danny Boyle's Oscar winning Slumdog Millionaire.

'Working this way forces us to be image conscious, quite literally' says Graham, 'as well as being driven by the beat and melody, we're having to think visually. It's absolutely like editing a movie and producing dance music at the same time!



Graham and Mark's shared passion for film and music, plus their parallel journeys through VJ and mash-up DJ cultures, have brought the guys to where they are now; entertaining audiences and winning new fans by playing and making music their own way, audiovisually.

Addictive TV's latest long-term project involves filming musicians from around the world to create exactly what the title says - an 'Orchestra of Samples'.

www.addictive.tv

For all press enquiries, please contact **Francoise Lamy**: francoise@addictive.com