

MUSIC CONSULTANCY

The Guardian Lounge in collaboration with ITCH Agency

The Pool were asked to programme 'The Guardian Lounge' at Glastonbury Festival for three consecutive years. Located just behind the Pyramid Stage in a prime location, we worked to bring together a mix of bands and DJs to fit with the newspapers readership. Booking a mixture of cutting edge acts alongside some classic acts that were already playing on the bigger stages at the event. The tent had a 'lounge' feel so we focused on Acoustic styles during the day and then slowly increased the atmosphere with more electric bands and up-tempo DJs as the day wore on. We also ran the artist liaison and developed the VIP bar backstage for many of the acts playing felt it to be some of the best hospitality of the whole event. The greatest accolade was The Arctic Monkeys agent telling us we had the best-programmed tent of the whole Festival.

EXAMPLE OF PROGRAMME: Adele, Neil Diamond, Will Young, The Wombats, The Maccabees, The Enemy, Mr Scruff, Crazy P, New Young Pony Club.

Belvedere Vodka

High end Vodka Brand Belvédere asked The Pool for music supervision on a promotional cocktail video for their bar tenders / mixology competition. Working with creative design agency Folk, The Pool created several play-lists for the client. Whom eventually decided that Todd Terje's track 'Euro Dans' worked perfectly with their concept.

Havana Club in collaboration with ITCH Agency

For the summer 2008 Festival season The Pool programmed the Havana Club stages at four of the UK's major Festivals: Isle Of Wight, Big Chill, Rockness and Bestival. Taking in a loosely 'Balearic' music policy that gave the Mojito cocktail bars a perfect summer time party vibe and allowed us musically to go down various different paths. The Pool initiated syndication with the on-site Festival radio for added publicity for the brand.

EXAMPLE OF PROGRAMME: Rub N Tug, Soft Rocks, Bill Brewster, Lowlife, Red Rackem, Futureboogie, Futuredisco, Tirk, Secret Sundaze and others.

Isle of Wight in collaboration with ITCH Agency

At the original 'Rock' festival, on the Isle of Wight, SEE Jimi Hendrix et all in 1970. The line-up was a 'pull all the stops out', 'who's who' in interesting leftfield dance music. Jacques Lu Cont was booked just on the cusp of him producing Madonna's record.

EXAMPLE OF PROGRAMME: Norman Jay, Jacques Lu Cont, Gilles Peterson, Guilty Pleasures, Trojan Sound System, Rub N Tug, Greg Wilson, The Unabombers and Bugz in the Attic.

Budweiser King of Clubs

The Pool programmed two events at 93ft East and a small East London pub. Booking acts like club legends Greg Wilson and Andrew Weatherall.

Virgin Media in collaboration with ITCH Agency

The Pool has worked with ITCH Agency on various Virgin Media related projects over the years. Virgin Mobile Red Light Bars at V Festival was the first, programming a line-up that straddled dance music but in a more commercially viable way that suited the V Festival crowds. Groove Armada and The Scissor Sisters DJ sets where two of many names that set the tent off. More recently The Pool were involved in booking judges for the Road to V competition helping select The Charlatans and Just Jack for the roles of mentoring young upcoming bands. Closing with a big final show at Brighton's Great Escape Festival. This summer The Pool worked with ITCH on the Virgin Mobile House alongside acts such as Ellie Golding and The Noisettes.

EXAMPLE OF PROGRAMME: Groove Armada, The Scissor Sisters, The Charlatans, Just Jack, David Holmes, Ellie Golding and Paloma Faith.

Jameson Whiskey in collaboration with ITCH Agency

The Pool worked with ITCH Agency to programme two shows for Jameson Whiskey, one in London (The Cobden Club) and one in Manchester (DEAF Institute). At a very early stage in their career just before they broke Florence & The Machine were booked alongside The Coral (with special guest Ian Broudie from The Lightening Seeds) and ex Beta Band collective The Aliens.

NFL in collaboration with ITCH Agency

The Pool worked with ITCH Agency to programme 'The Saturdays' (huge mainstream pop act) and BBC Radio 1 DJ Trevor Nelson for a special NFL screening of the Super Bowl at O2's indigo arena.

Malibu in collaboration with ITCH Agency

Programming support for a club tour with ITCH Agency, which featured Normski, The Beat Monkeys and Petebox taking in all the major studen unions across the UK.

BRAND EVENTS

the pool

www.thepool-london.com

The Pool is home to a rich and diverse collection of DJs and Live Acts. Our group of artists are recognised and respected the world over. Resolute tastemakers and pioneers within their fields, as well as fantastic entertainers.

Fresh and breaking talent, sit alongside legendary artists who have been consistently filling dance floors for decades. The Pool's energy and passion for truly great music is what resonates. From its roots in the underground clubs to a booking history with the most prestigious Festival stages, arenas and venues around the globe.

The Pool team have lengthy industry experience and worldwide booking infrastructure. Their mantra of providing a high quality, approachable and dedicated service helps ensure the most memorable musical results.

THE ROSTER.

GREG WILSON - HARVEY - TODD TERJE - MAURICE FULTON - THE UNABOMBERS
RUB N TUG - ERIC DUNCAN AKA DR DUNKS - THOMAS BULLOCK - BOTTIN - COSMO
TROJAN SOUND SYSTEM - BILL BREWSTER - LOWLIFE - KATHY DIAMOND - THE KDMS
PADDED CELL - RICHARD SEN - STEVIE KOTÉY - SEAN P - SOFT ROCKS - ARCHITEQ -
PHORESKEI - PBR STREETGANG - BEAUTIFUL SWIMMERS - MATTY J & BEN TERRY (TIRK)

LINKS.

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Belvédere
VODKA

The Guardian

Havana
Club

El Ron de Cuba

JAMESON
IRISH WHISKEY

Virgin

NFL

SMIRNOFF