



inside-us-all

Number #1 Vjs - Worldwide 2007

Since October 2007 the inside-us-all [IUA] VJ team has had unprecedented success. Constantly developing and improving their varied portfolio Mark Calvert, Dave Green and Ralph Lambert have continued their focus to push the boundaries of immersive visual impact in their shows, festivals, venues and unique corporate events. Alongside the constant touring of international VJ gigs including Italy, Hungary, Japan, Portugal, Spain and Ukraine, IUA have given a successful birth to their new company Pixel Addicts.

Being invited from an early stage to Europe's most advanced music venue - matter, at the O2 Arena [London], the Pixel Addicts team have developed a unique 360-degree permanent video installation for the main space using the minimalist architecture of the venue as their canvas. IUA's VJ residency which will utilise this installation begins with the opening event on 18th September 2008. The venue will attract the highest profile artists and promoters from around the world, week in week out.

Alongside this futuristic and recently described as '29th century permanent work' [*Time-out, London*] inside-us-all have managed, produced and performed productions with Dissonanze Festival [Booka Shade / Erol Atkin / Model 500 / Carl Craig], Shpongole [Live European debut], Secret Garden Festival [Grace Jones / Morcheeba / Saint-Etienne], Smirnoff Cabaret UK Tour [OKGO / Goose / Kissy Sell Out], Ninja Tunes [London Label Party], Alpha Omega Indoor Dance Festival [Annie Nightingale Radio One Introducing / Ace Ventura / IIs] to add to this their impressive festival circuit has seen them as continued residents with Glade, Loop, Glastonbury, Magic Loungeabout the list goes on and on.

Keeping their passionate environmental roots and message very close to their work the IUA team continues to support international charities and grass roots projects, working with Greenpeace throughout the year with the highlights being Stop Runway 5 public campaign, Glastonbury Festival [Greenpeace Field] and Old Billingsgate Market Save-Fish Conference. IUA also continue their close relationship with fringe projects such as the Events4Change, Luminopolis [former Synergy Project] and Firefly [Solar Solutions for events].

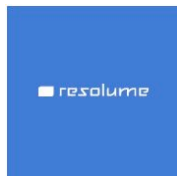
One of the team's main focuses from the last year has been the development of the Addict Media Server, their very own touch screen user-friendly reprogrammable media server. The server is soon to be launched at Plasa 2008 [UK] and features as show control in matter [02], Museum of Ulster [Belfast], and most of the high profile IUA VJ bookings and events worldwide. Pixel Addicts will distribute worldwide the Addict from September 2008.

Work for the team in the coming months will be dominated by their passion for immersive environments, working with permanent and semi-permanent installations, performance and conceptual projects the team will be working internationally on some exciting educational and inspirational productions, shows and environments.

For further information on the inside-us-all bookings, projects and work please go to www.thepixeladdicts.com or contact mark@thepixeladdicts.com

Industry Quotes:

"Inside-us-all is the most progressive VJ team in Britain. Watch these guys to see the future."



Resume, Worlds Leading VJ Application

"Always pushing the edge of what is possible in the visual environment, their sets and installations have become the standards against which everybody else is judged - Edirol Europe are extremely happy to be associated."



EDIROL - Global market leaders of VJ mixers

"Creators of some of the most immersive visual environments the music industry has experienced, highly original screen installations merged with self tailored content and performance."



DJ Magazine - Worldwide Dance industry Publication

It really takes character to move the VJ scene along - these guys have built their reputation around it and are making a path for other artists to follow.



lightrhythmvisuals.com [Japan]

"The Addict Server is the only show control system to meet the high requirements we at matter demand, it has given me the creative freedom to use the entire building as one huge canvas. The Addict media server has given us a unique show control system, enabling the venue to literally come alive."



Dave Parry - Most technical & matter, [Technical designer]