

HYPE!

SELECTED PRESS AND
BRAND BUILDING WINS:
REACH, VALUE & IMPACT

1999 - 2019

RAQUELE E. SOFER

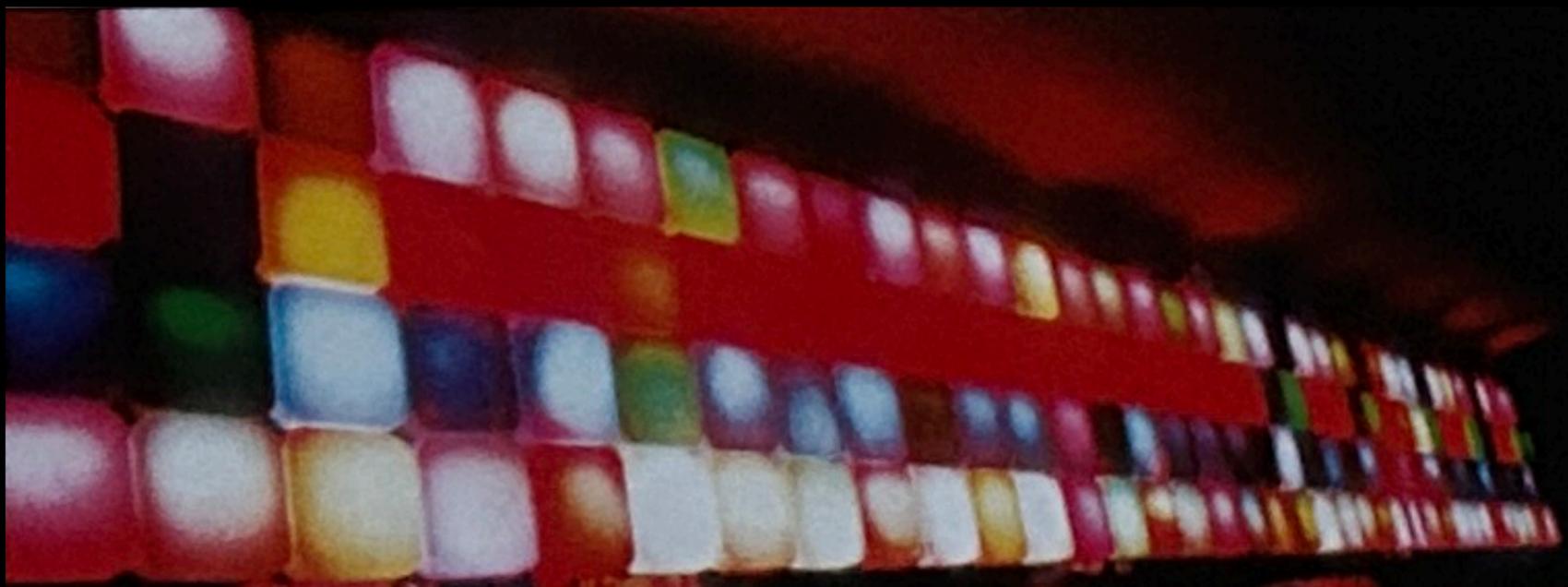
Founder, Access All Areas Film
Creative Director | Executive Producer

HYPE!

SELECTED PRESS

PLANET K

1999 - 2001



ROLE:

FOUNDER

CREATIVE DIRECTOR

EXECUTIVE PRODUCER

HYPE!

PLANET K



£3.8M

SALES

ADJUSTED FOR INFLATION

1999 - 2001

HYPE!

PLANET K

2000,0000+

IN

PERSON

REACH

1999 -2001

HYPE!

PLANET K



24M

RADIO 1

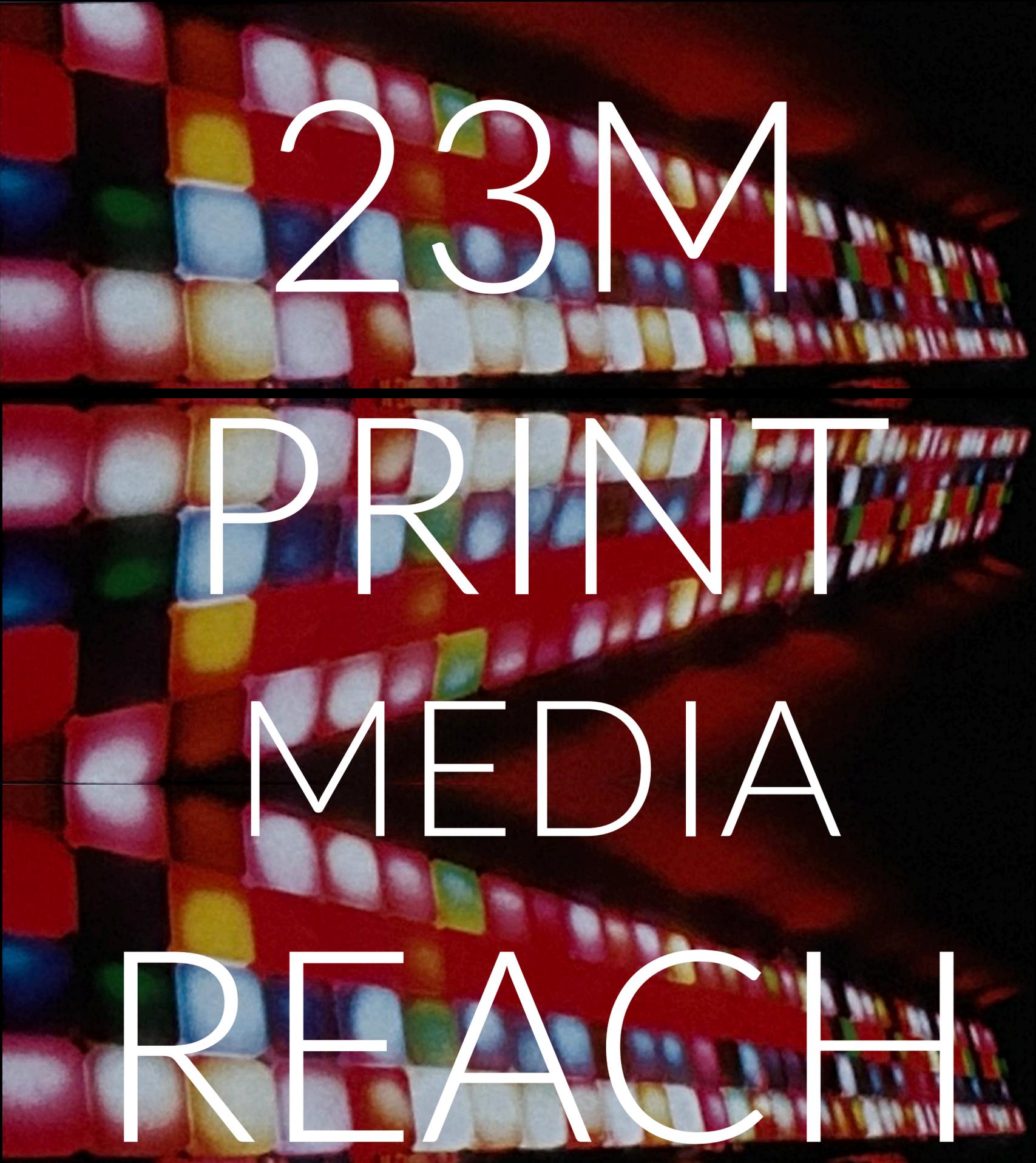
AUDIENCE

REACH

1999-2001

HYPE!

PLANET K



23M

PRINT

MEDIA

REACH

1999 - 2001

HYPE!

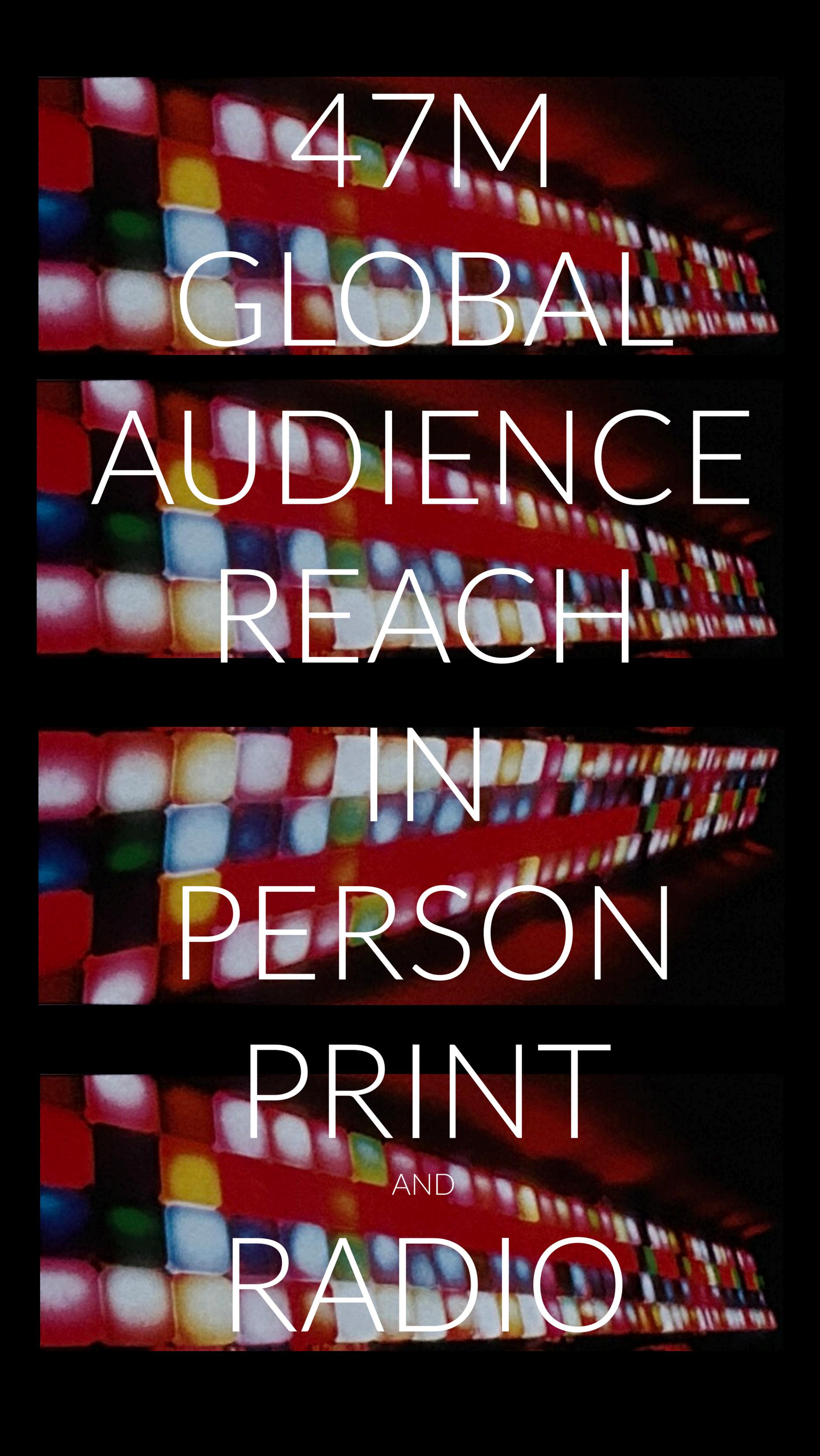
PLANET K



£12M

EMV

1999-2001



47M

GLOBAL

AUDIENCE

REACH

IN

PERSON

PRINT

AND

RADIO

CITY LIFE, 1999

COVER STORY



A Hacienda for the 21st century? Dave Haslam reports on Manchester's newest nightclub



CITY LIFE, 1999

COVER STORY



A Hacienda for the 21st century? Dave Haslam reports on Manchester's newest nightclub

11 Cover Story Planet.K Goes Into Orbit

Manchester's new club and live venue hopes to reverse the fortunes of the city's flagging scene. DJ and journalist Dave Haslam assesses the new kid on the block.



CITYLIFE, 1999

COVER STORY



A Hacienda for the 21st century? Dave Haslam reports on Manchester's newest nightclub

clubland shapes
up with special

K

Manchester's clubbing landscape has changed dramatically in recent years. The closure of the Hacienda and Sankeys Soap and the opening of a plethora of late-license café bars has brought a once unrivalled scene down to earth with a bang. It's make or break time and the opening of a new 700-capacity club in the Northern Quarter could prove to be a pivotal



CITY LIFE, 1999

COVER STORY



MUZIK, 1999

21 CLUBS FOR THE 21ST CENTURY

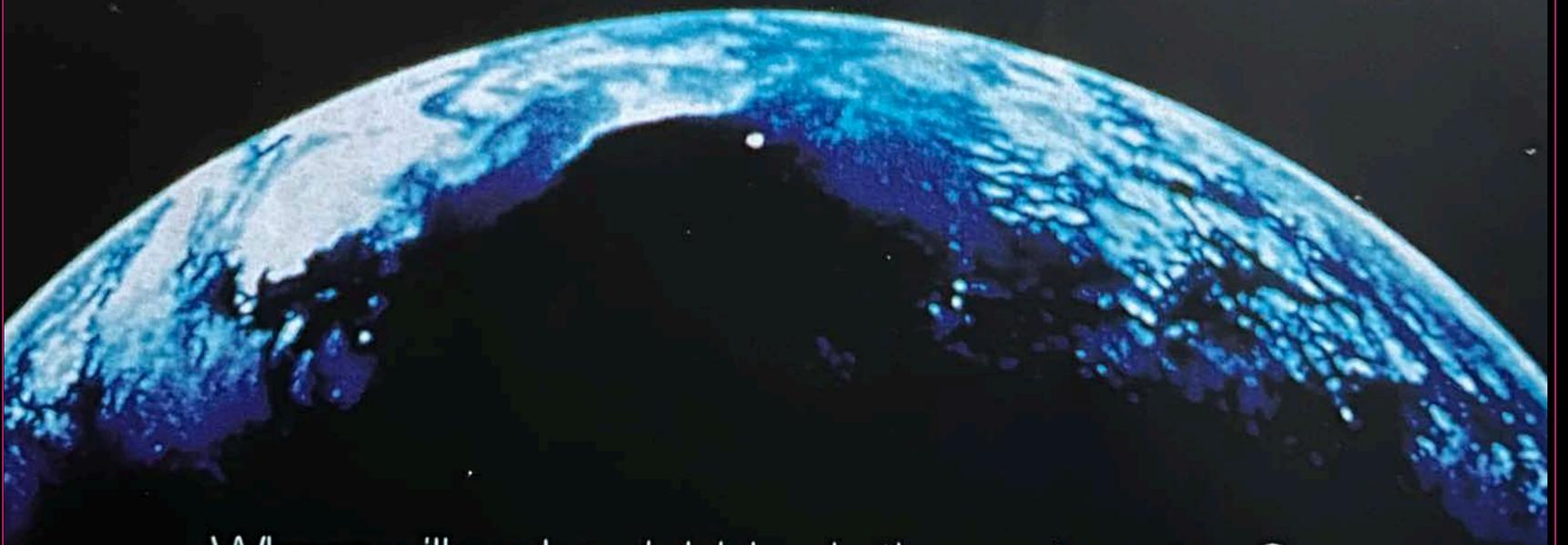
21

clubs for the 21st Century

clubs for the 21st Century

21

clubs for the 21st Century



Where will we be clubbing in the next century?

What are the brand new, up and coming venues set to steal the crowns from current giants like Cream, Ministry and Gatecrasher? Who is setting the pace on the dancefloor? And will anyone ever invent the self-cleaning club toilet? Over the next 15 pages MUZIK reveals the clubs of the future

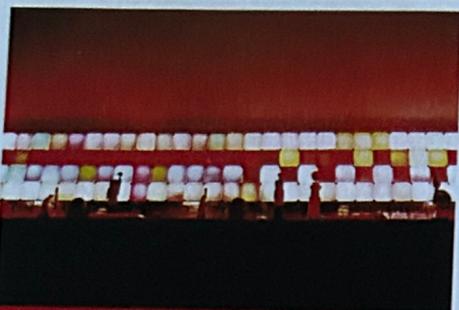
MUZIK, 1999

21 CLUBS FOR THE 21ST CENTURY

21

clubs for the 21st Century

clubs for the 21st Century



21 clubs for the 21st Century

#17 Planet K (Manchester)

Where is it? In the arty Northern quarter of Manchester, surrounded by record and clothes shops.

How long's it been there? It opened in June 1999.

What does it look like? An old white and maroon Marks & Sparks from the Twenties, which is exactly what it was. Obviously it's had a wash and brush up since then. The old department store lies over four floors, with a chill out area and a massive bar stretching down one side. It holds 800.

Music policy? A lot of hip hop and downtempo nights with clubs like Mr Scruff's Keep It Unreal, Counter Culture with the Fat City crew, and housier nights like Robodisco. Planet K also do a lot of gigs: recent guests have been Jungle Brothers, Tortoise and The Fall.

DJs: David Holmes, Kerri Chandler, Norman Jay, Bentley Rhythm Ace, Erik Rug, Miles Hollway and Elliot Eastwick.

What makes Planet K a club for the 21st century? "We're catering for loads of disparate strands of clubbing from experimental guitar bands to high profile house DJs, so we've got something for everyone. We're open pretty much every night with art launches to band nights and open as a café bar during the day."

Details: Planet K, 50 Oldham Street, Manchester, M4 1LE. 0161-839-9941. 11-3am. Evaries.



21 clubs for the 21st Century

#19 Temple Theatre (Dublin)

Where is it? On Temple Street, in Dublin's city centre.

How long's it been there? Since summer 1998.

What does it look like? A 19th century church, complete with stained glass, period architecture and the huge organ in the main room dating from 1860.

Music policy? The Saturday nighter Space is based around progressive house and trance, with a deep house room in the Crypt (where 14 bodies had to be removed before they could start work on the club!).

DJs: Lee Burridge, Craig Richards, Seb Fontaine, Judge Jules, Sasha, Coxy and Pete Tong.

What makes Temple Theatre a club for the 21st century? "Being in a club in a church is quite an experience in itself, and the contrast between the 19th century architecture and the 21st century light and sound system adds to the effect of being transported somewhere else. The space is unique and will always look amazing, the atmosphere is electric and all the DJs who play here have such an extraordinary experience. None of them can believe it. It's like playing in a stadium."

Details: Space on Saturdays, Temple Theatre, Temple Street, Dublin 1. 00-353-187-45425. 9.30-2.30am. £10.

21 clubs for the 21st Century

#18 Skansen (Oslo)

Where is it? Bang on the harbour front in the beautiful Norwegian capital of Oslo.

How long's it been there? Since 1996.

What does it look like? A public toilet... which is exactly what it used to be! Owner Per reckons it's "a little intimate club for people who like house. A small place where people travel to listen to music. We have a lot of regulars but the capacity's only 150 people."

Music policy? Skansen prides itself on its real house policy with Norway's answer to Pete Tong, Olle Abstract spinning on Thursdays, Fridays are funky deep house and Saturday is happier deep house.

DJs: Idjut Boys, Gemini, Kevin McKay, Chris Duckenfield, Colin Dale, Erik Rug and Maurice Fulton.

What makes Skansen a club for the 21st century? "We hold our style. Other things may become more popular but we never follow a whim. We stick to what we like." With so many people trying to get into such a small club, Skansen can probably rely on a queue well into the Zeroes.

Details: Skansen, Radhusgt. 25, Oslo 0158, Norway. 0047-223-36616.



21 clubs for the 21st Century

#20 Pacha (Porto, Portugal)

Where is it? Set in the countryside outside Porto in the grey-skied region of central Portugal. A good four hours by car from the club capital of Lisbon.

How long's it been there? Over five years. The original Pacha in Ibiza has been around for as long as we can remember, and this has learned from the success of the outdoor terraces of its Balearic brother.

What does it look like? Heaven. No, not the London club, but everything you could ever imagine club paradise to be. You start with a stunning restaurant, lead into a huge outdoor lounge area surrounded by lush greenery and enter the candlelit dance area to find one of the most romantic settings in the world.

Music policy? Tough, dark, moody house music with occasional techno nights to accommodate the Portuguese scene's progression into tougher beats.

DJs: DJ Vibe (Portugal's answer to Tenaglia), Miles Hollway & Elliot Eastwick, DJ Paulette, Jim Masters and most up-and-coming British jocks who are simply cheaper and (sometimes better) than paying thousands for the Americans.

What makes Pacha a club for the 21st century? People are looking for an alternative to Ibiza. And with Go! flights taking you to Lisbon for £100, this club will become as easy as visiting the White Island. For your money you get a better sound system, better looking people and the chance to experience a truly international club where nobody speaks a word of English.

Details: 00-351-539-89100.

21 clubs for the 21st Century

#21 Faith (London)

Where is it? Irregular Sundays at The Annexe and at various other London locations.

How long's it been there? Since May 1999.

What does it look like? "We draw a lot of people that don't go out so much any more but we do get a younger crowd too who want to hear real quality music."

Music policy? "Real house and disco with something like boogie at the start of the night."

Describe it to us: "Faith is like a big house

party."

DJs: Residents Stuart Patterson, Terry Farley, Bill Brewster and Dave Jarvis joined by guests like Paty Heller and Ashley Beedle.

What makes Faith a club for the 21st century? "It's purely for fun and to get everyone together."

Details: Always £5. Ring 0956-470-210.

The next party is Halloween on October 31st. Xmas party at Fabric (see number 31)



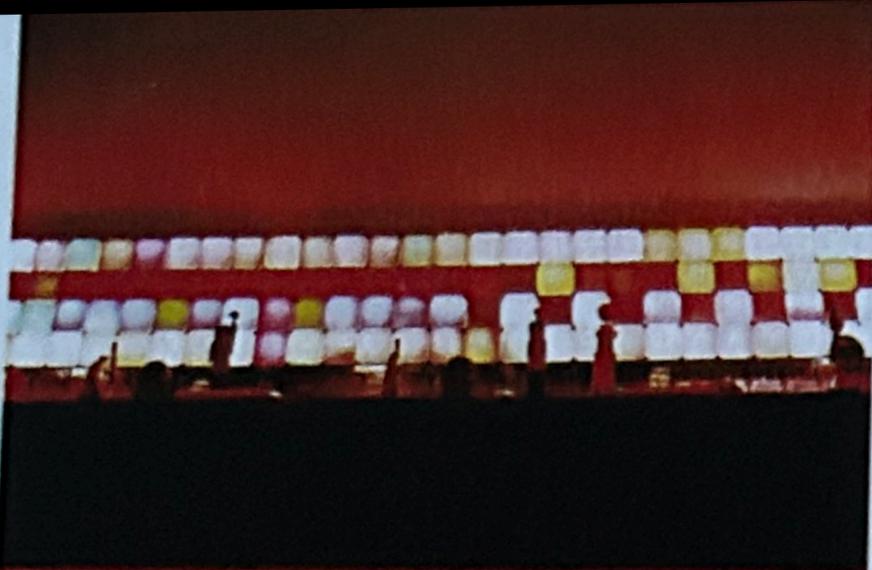
MUZIK, 1999

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THE INDEPENDENT, 2000 THE 50 BEST PLACES IN MANCHESTER

BRIGHT LIGHTS,

BIG CITY:

THE 50

BEST PLACES IN

MANCHESTER



THE INFORMATION

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Northern soul

The 50 best places in Manchester

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THE INDEPENDENT, 2000 THE 50 BEST PLACES IN MANCHESTER

BRIGHT LIGHTS,

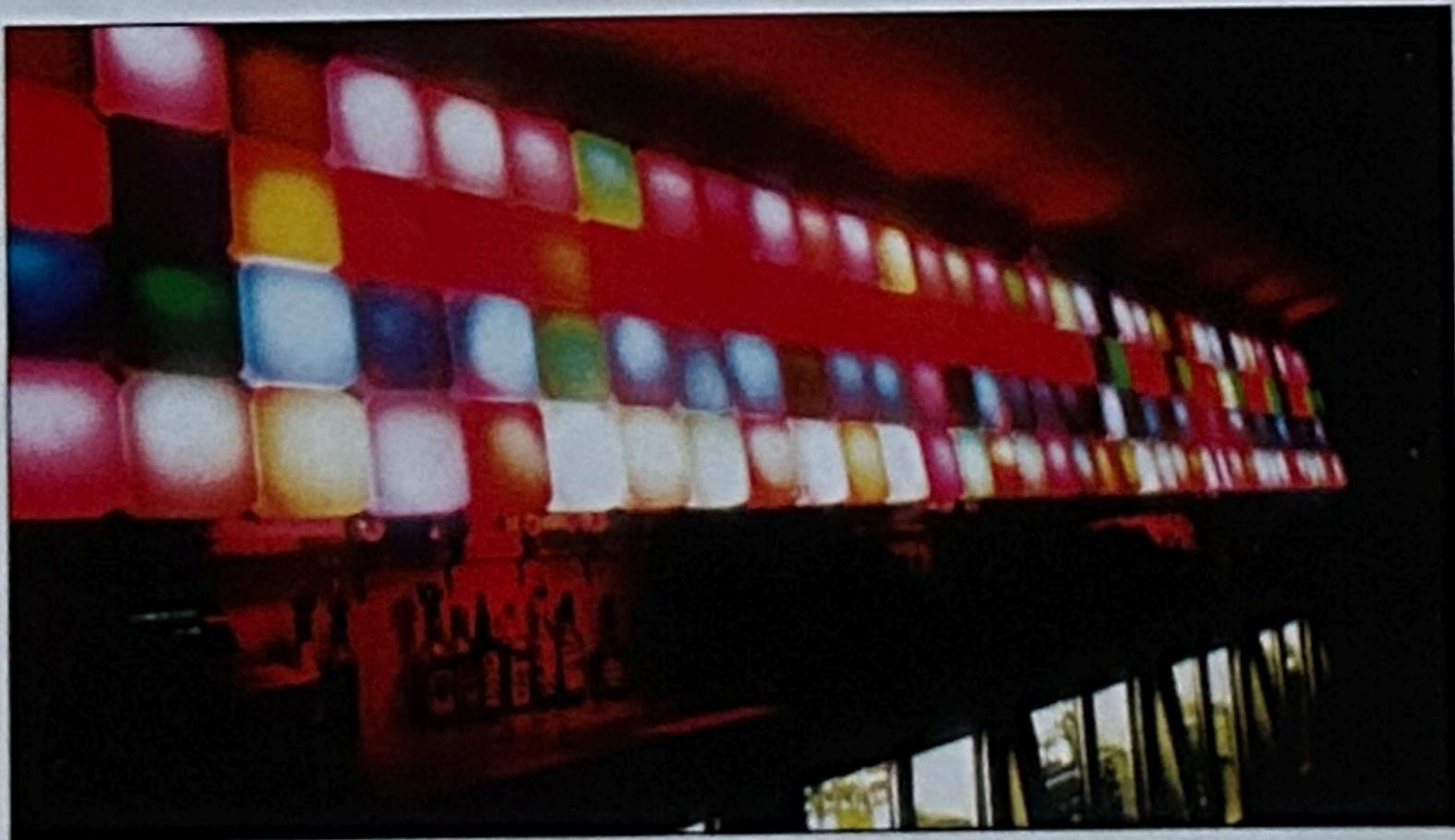
BIG CITY:

THE 50

BEST PLACES IN

MANCHESTER

RAY CHAN 1999



4

PLANET K

Converted from an old furniture warehouse, and currently riding high in the nightclub league tables, Planet K plays host to big name DJs, with the likes of Dave Clarke and David Holmes dishing out underground techno-style beats in a loud and friendly setting. Electroboogieland on Saturdays, and it's proved a big hit. Fridays with the Scratch Perverts means solid funk, rap and electro; Tuesdays have 'Love is the message' for r'n'b and UK garage, and a night run by the Eardrum crew will not fail you in your quest for maximum enjoyment.

Where: 46-50 Oldham St (0161 236 9497).

When: Wed-Thurs, 10pm-2am; Fri-Sat, 10pm-3am.

THE INDEPENDENT, 2001 THE 50 BEST CLUBS IN THE WORLD

THE 50 BEST CLUBS IN THE WORLD



THE INFORMATION

THE INDEPENDENT

4 - 10 SEPTEMBER 1999

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PRESENTS:



THE 50 BEST CLUBS IN THE WORLD



featuring:

dave pearce · darren emerson (underworld) ·
mixmaster morris · damian harris (skint records)

PLUS
full seven-day
TV & radio
listings

46 Planet K, Manchester

"This is Manchester's newest venue, and, in the light of closures over the last few years, practically the only decent club left in the city," believes Emma Warren. "Planet K is unique in that it's a purpose-built club with a definite left-

field bent – no housey housey superclubbing here, as evidenced by the opening night, which featured Add N to X and Stereolab." The club is now home to many of Manchester's premier club nights.

Where: 46-50 Oldham Street, Manchester (0161-839 9941).

How much: £6.

COMPANY, 1999

BRITAIN'S MOST INSPIRATIONAL WOMAN OF 1999

who is Britain's most *inspirational* woman of 1999?

COMPANY MAGAZINE OCTOBER

for your freedom years

10/132

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magazine

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9 770141 114157 10>

COMPANY, 1999

BRITAIN'S MOST INSPIRATIONAL WOMAN OF 1999

Who is Britain's most inspirational woman of 1999?



Name: Rakhi Kumar

From: Manchester

She's inspirational because...

Rakhi, 25, is Manchester's first woman club owner. Her nightclub, Planet K, opened earlier this year and it's already a huge success. To get a project of that scale off the ground takes drive and enterprise. Rakhi also has enough faith in herself to turn her ideas into reality.

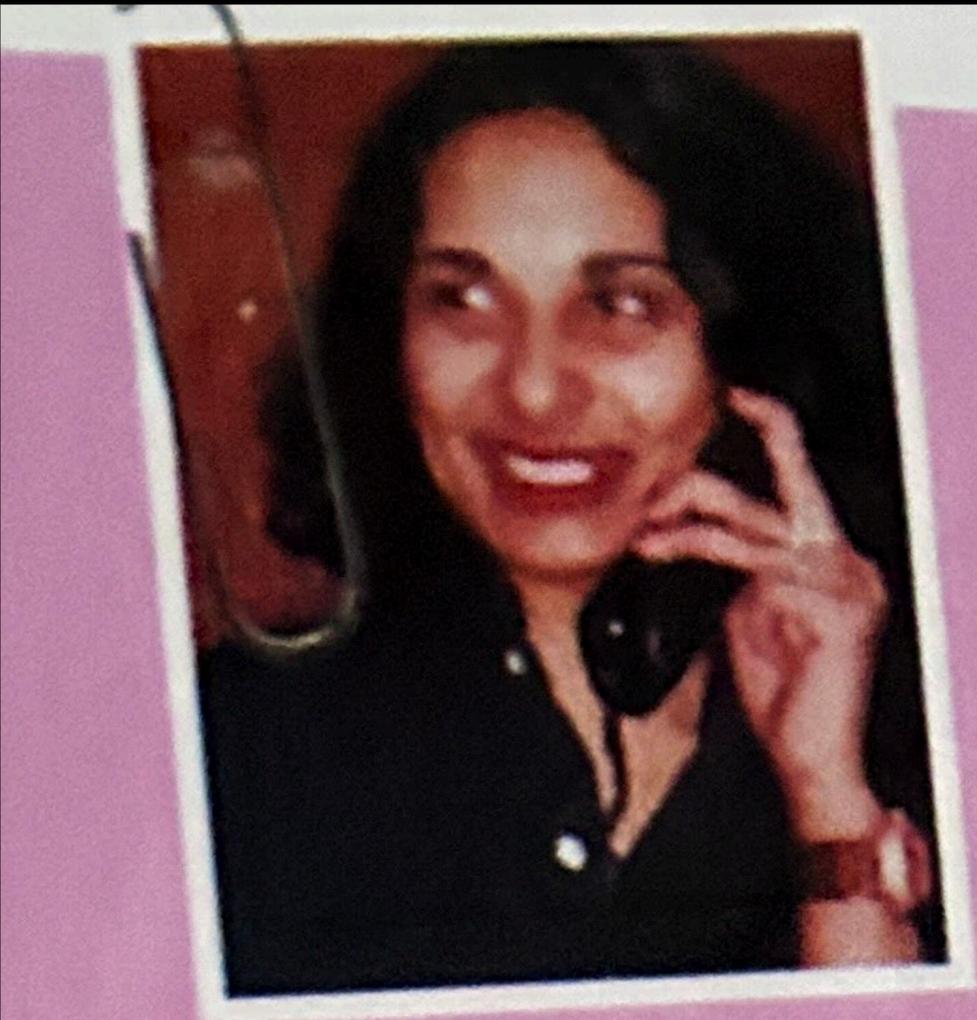
Who inspired Rakhi?

'Rob Gretton, who used to manage New Order. He recently died of a heart attack. He was also responsible for Joy Division, The Happy Mondays and The Hacienda [Manchester's most famous nightclub]. He was a massive figure in Manchester youth culture – the whole of the city's club scene is down to him. He understood cultural movements and had the vision to make things happen.'

How does it feel to be inspirational?

'Positive. It's not just about me, though – it's a reflection of something bigger, of the energy we all create because of what we're doing.'

Call 0906 840 3318* to vote



Name: Rakhi Kumar

From: Manchester

She's inspirational because...

COMPANY in ass
v

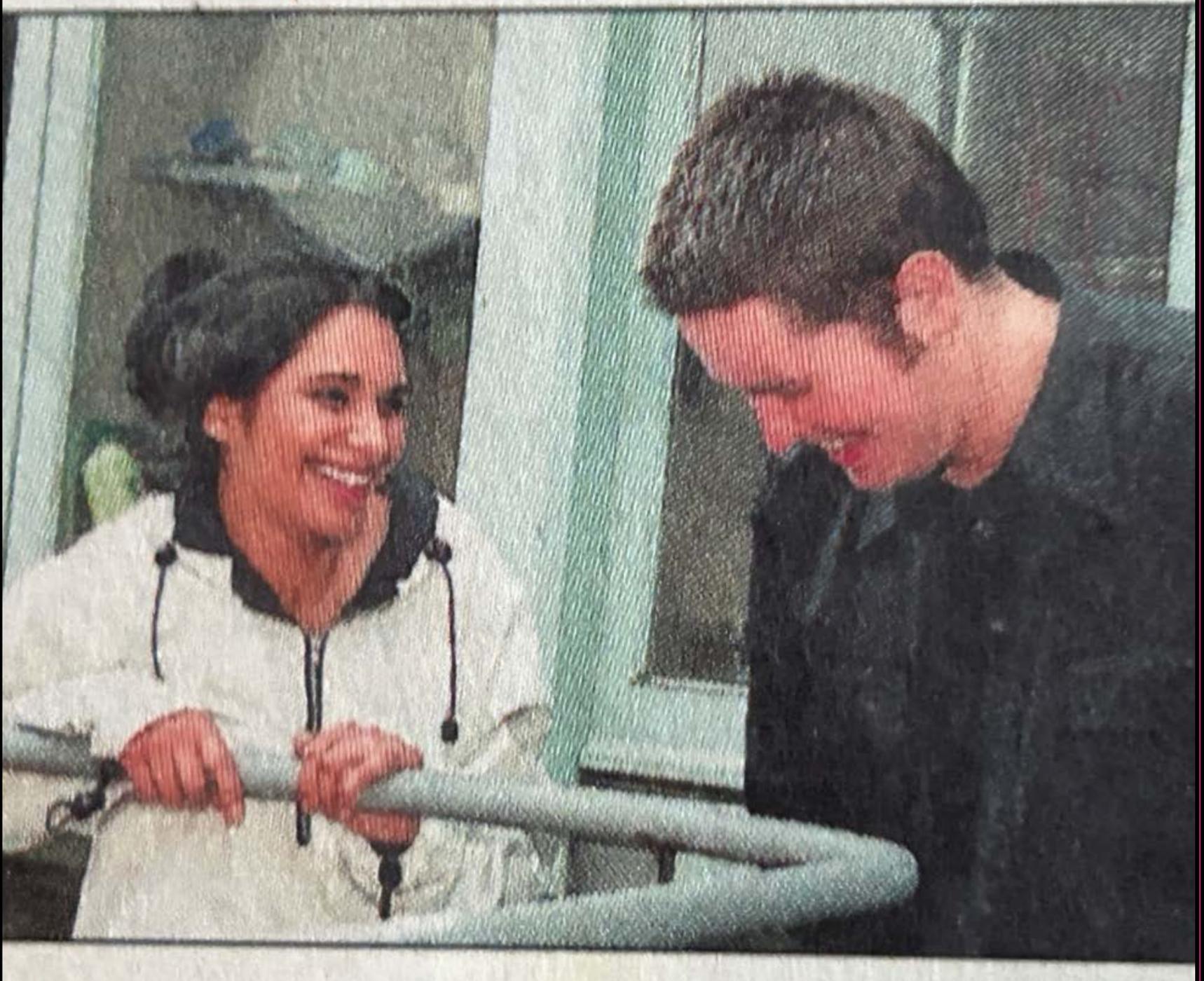
CITY LIFE, 1999

COVER STORY



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we are, is down to our love of music and the standards Manchester has always had. The



1999

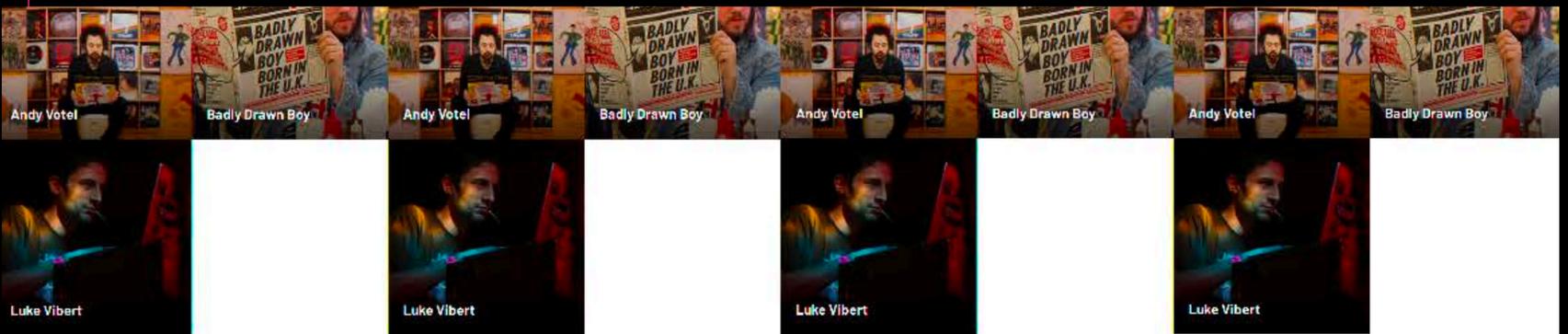
LAUNCH PARTY

LIVE:

STEREOLAB | ADD N TO (X)

DJ SETS:

LUKE VIBERT | BADLY DRAWN BOY | ANDY VOTEL

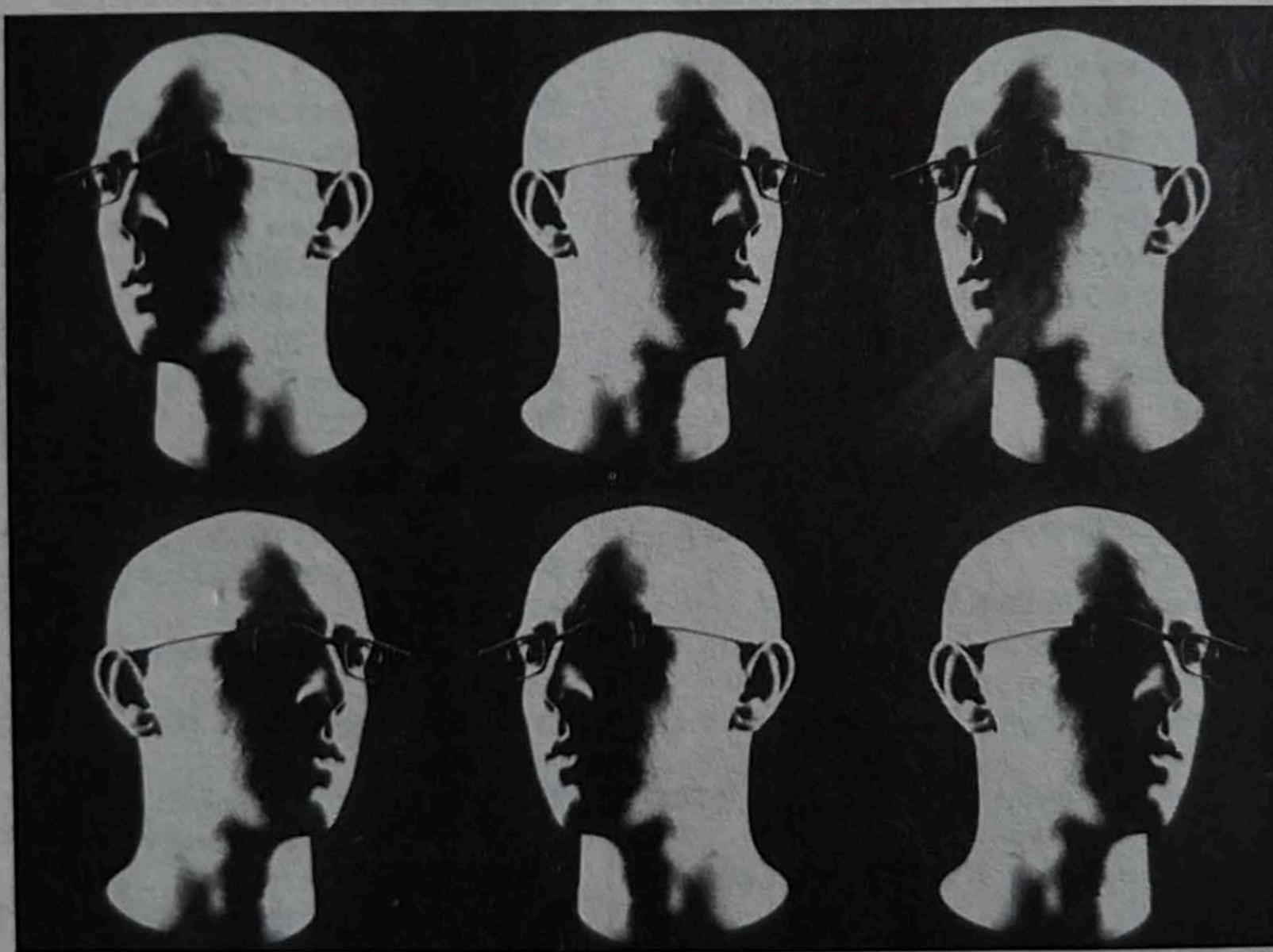


1999

RICHIE HAWTIN

your flexible friend

A true techno legend, Ritchie Hawtin spent the early '90s churning out endless, awesome dancefloor bombs like 'Substance Abuse' and 'FU' under the aliases Plastikman and Fuse. He also dropped numerous stunning remixes and started the labels Plus 8 and Probe before releasing a monthly series of low key, experimental singles as 'Concept' in 1995. Loved and loathed in equal measures, these singles arguably paved a way for the dark, hypnotic minimalism of his late '90s masterpieces *Artifakts* and *Consumed*. Sarah-Jane emailed him at home in Ontario, Canada, where he now divides his time between DJ-ing, making muzik and running his new label M-nus.



City Life › You're playing a night called Heroes and you've been quipped 'The Jimi Hendrix of the 303'. How do you feel when you receive such compliments?

Hawtin › I've heard that comparison once before and it's simultaneously strange, funny and flattering. The

Hawtin › Electronic music is completely insync with the progression and development of technology and our desire to search out the unknown... I'm trying to push and test the limits of a particular crowd and see if I can perhaps take them somewhere they've never been before. People remember only small

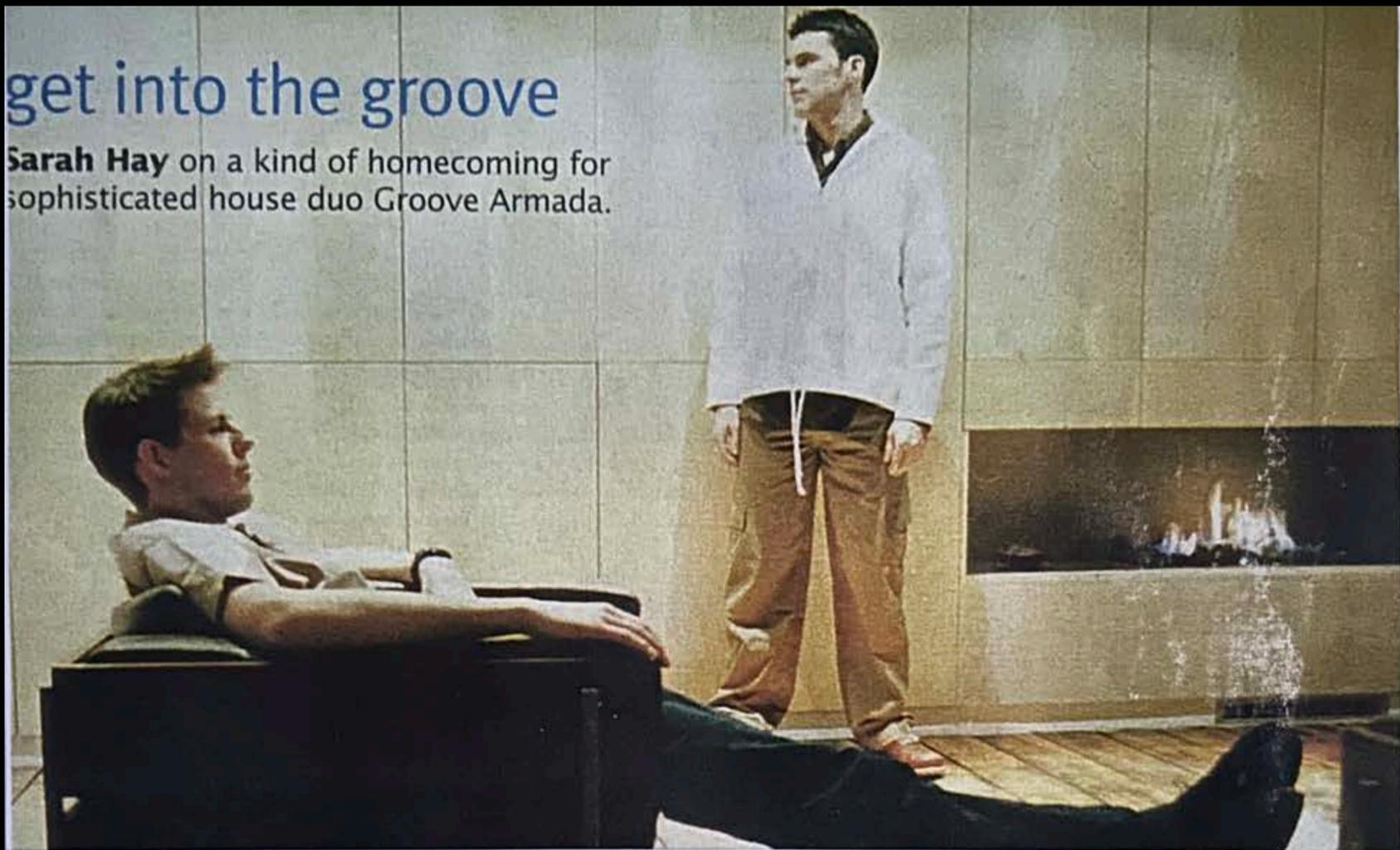
1999

GROOVE ARMADA

NITIN SAWHNEY

get into the groove

Sarah Hay on a kind of homecoming for sophisticated house duo Groove Armada.



summer's anthem that's already tickling
d out radio sets across the country. "We'll
y spend the next five years trying to live up
is Tom Findlay of London-based house duo
ARMADA, talking about their next single, 'At
. "We [Tom and Andy Cato] wrote it at a
he Lake District. We were both at peace with
' You can tell. Introduced by lolloping beats
ing bassline, when the trumpet solo takes
ge your mind will be curling its toes on a

between gangly, gasping Radio 1 presenter Zoe Ball
and Mr Fatboy Slim, Norman Cook. The Manchester
date, however, puts Groove Armada in a more natural
setting both musically and historically. After studying
at what was then Manchester Polytechnic, Tom did a
brief stint behind the counter at Fat City Records and
DJ'ed at early Headfunk nights where, the story goes,
he was sacked for playing too much disco; amusing if
true with disco now experiencing something of an
underground renaissance.

breaks and a touch of tousled house (take a smidge of
Rae & Christian, add the spirit of Air and douse with the
cheer of the Basement Jaxx), *Vertigo* has its roots in
club culture whilst also making perfect home listening.

It's also an album with the sweet smell of credible
pop-hop. Indeed, Groove Armada are signed to Jive
Records alongside such pure pop acts as Shanks &
Bigfoot and Natalie Imbruglia. "It means that we're
never in the spotlight of the label's attention," says
Tom. "So other acts make the money allowing us to be

GIG

nitin sawhney

Tonight, Planet.K, Oldham Street, Central Manchester, 8pm, £8.50. Tel: 839 9941

Nitin Sawhney's third album, *Beyond Skin*, would undoubtedly have given close
and some-time collaborator Talvin Singh some very stiff competition in winning last
Mercury Music Prize judging by the plaudits the album received. However, a delay in r
rendered the work ineligible for the 1999 accolade.

The tour-de-force transcends traditional pigeon-holeing by fusing a myriad of
cal influences including soul, drum 'n' bass, jazz and rap with a healthy sprin
of classical music from the Indian sub-continent. The diversity of inputs is
boggling with contributions from Bengali classicist Jayanta Bose, nev
sensation Sanchita Farrique, Spek from hip-hop outfit Dream Warriors
terrorist Aref Durvesh, the nephews of the late, great Qawwalli perf
Nusret Fateh Ali Khan and the string section of jazz/drum 'n'
fusionists 4 Hero.

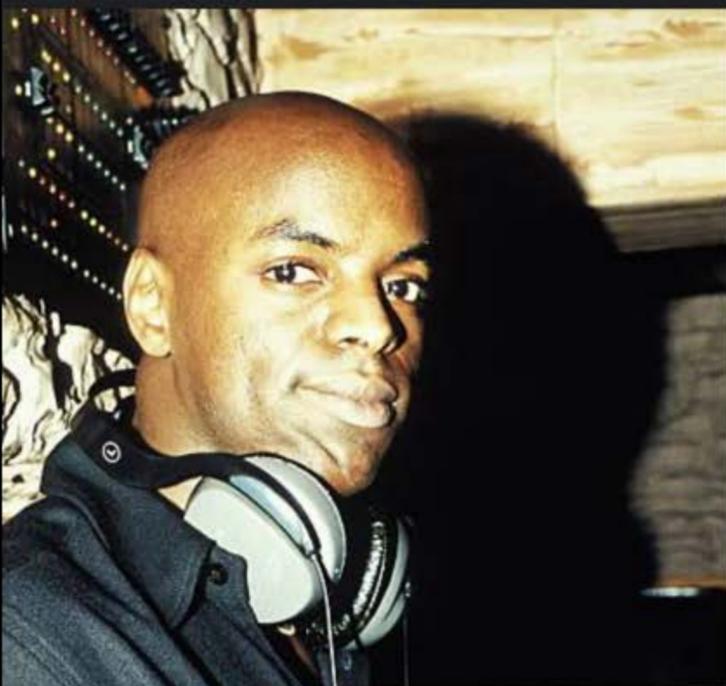
Live, the Nitin Sawhney musical odyssey is made up of ten perfor
with a three-strong classical string section plus the vocal talents of J
ta Bose, Nina Miranda (of *Underwater Love* - Levi's advert fame) a
fastest rapper in the world, JC 001. Sawhney becomes involved o
tar, keyboard and percussion plus, of course, orchest
the performance.

The most remarkable facet of Sawhney's music is that it is
tive on a variety of levels. Aside from providing an assault on t
teners' aural sensibilities, it forces mental stimulation
confronting issues which have never been the domain of co
porary dance music: Racism, cultural identity, n
testing, Imperialism and immigration
ground-breaking, future music with
from a polemicist with vision.

1999

SOUND ESSENCE TOUR

TREVOR NELSON



MORGAN'S SPICED
Presents

SOUNDPRESENCE

Trevor Nelson
Chris Jam, JP

Artists Hil St. Soul, 3-Style

NOV '99 TOUR

Thurs 18th Nov, Planet K 46-50 Oldham St., Manchester

Ticket Outlets
Piccadilly Box Office, 1st Floor, Virgin Megastores
Market St. Fat City Records, 20 Oldham St.

Tickets £7
More on the door
Info 0171 471 8858

Black Music
Unstaged

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Black Music
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2000

COUNTER CULTURE

FAT CITY RECORDS | GRAND CENTRAL

JAMES LAVELLE | QOOL DJ MARV

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New York's hottest underground DJ and tour DJ for A Tribe Called Quest,
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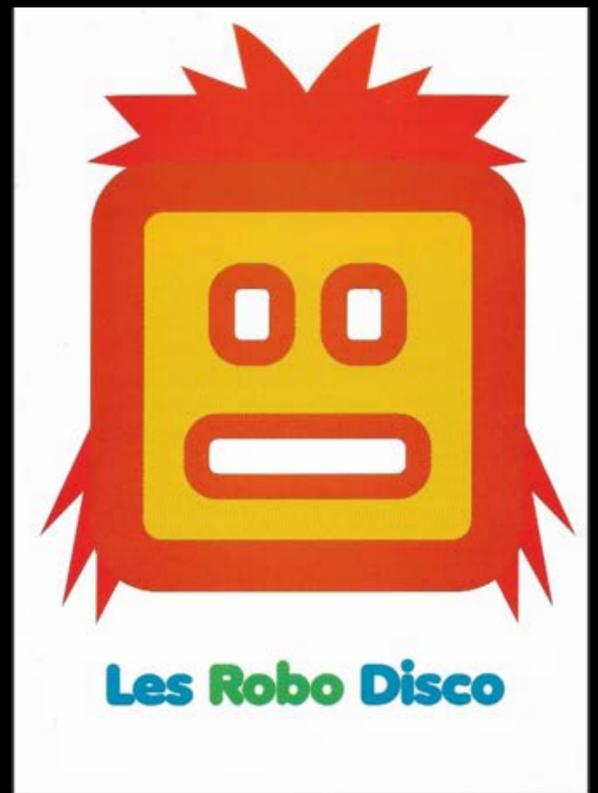
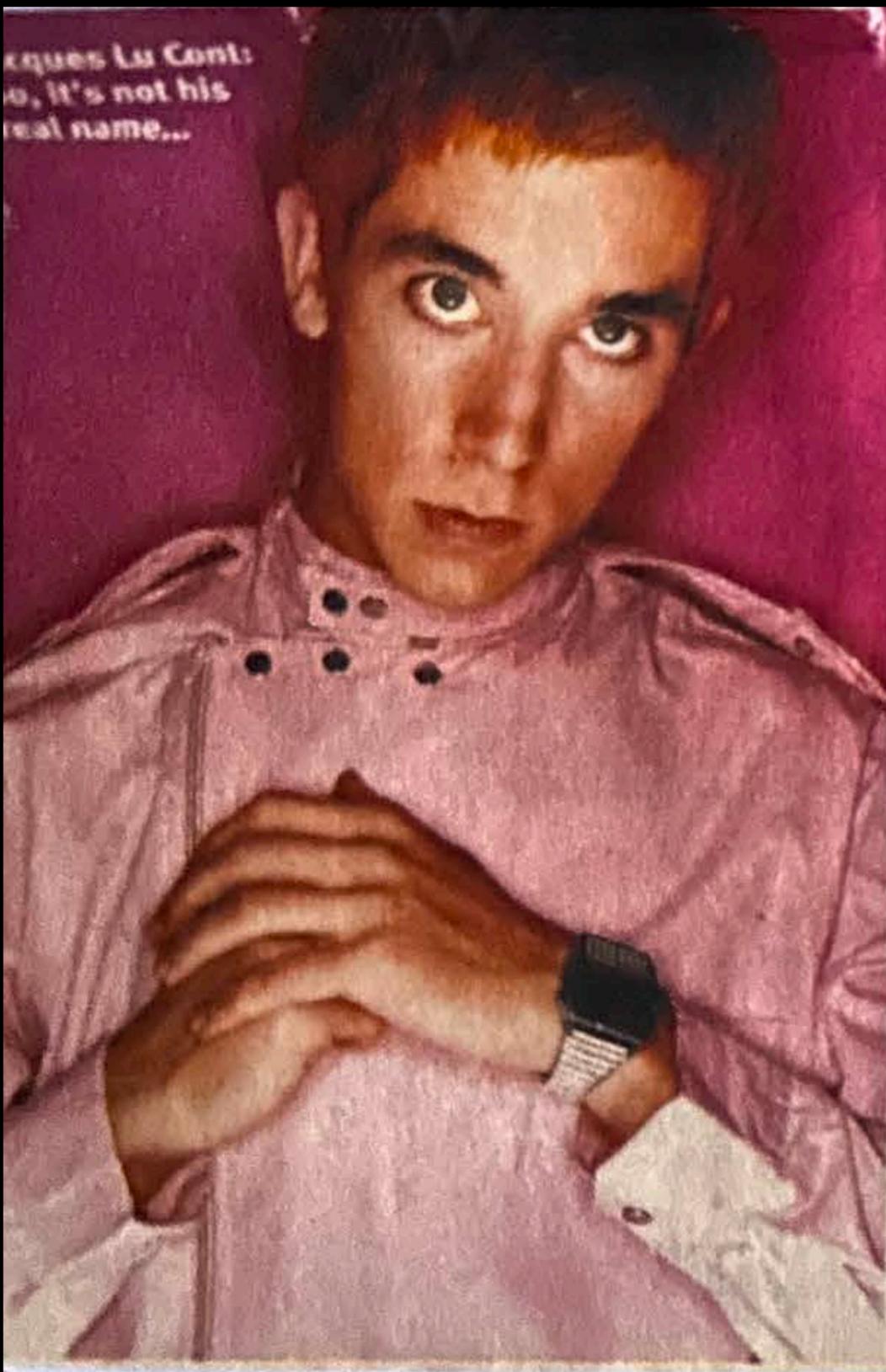
back to back, the heads of the UK's
two most original, cutting edge record labels

JAMES LAVELLE UNKLE/MO'WAX
+ MARK RAE RAE & CHRISTIAN / GRANDCENTRAL



1999 - 2001 ROBODISCO

BEN DAVIES | ELLIOT EASTWICK | MILES HOLLOWAY
JACQUES LU CONTI | HARVEY
KERRI CHANDLER | LIL LOUIS



Robodisco paperecordings



Friday 16 February
paperecordings presents
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Ben Davis
Elliot Eastwick
Miles Hollway

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paperecordings and rebel alliance present

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Saturday 17th July at Planet K

Special Guest DJ.
Kerri Chandler
body&soul NYC

Plus DJ's Erik Rug from Paris,
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paperecordings and rebel alliance present

Robo

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Harvey

residents erik rug from paris,
ben davis and miles hollway.

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Robodisco

Five Years Old

Sat 17th June

Lil Louis

French Kiss

Ben Davis

Planet K Oldham Street Manchester £7adv/£8 door. 10pm till 3am.
3rd sat of every month. Tel 0161 237 5661/0161 839 9941
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Picadilly Box Office & Ticket Hotline 0161 832 1111

1999

KEEP IT UNREAL

NINJA TUNES

MR SCRUFF

the adventures of MR. SCRUFF

one day, mr. scruff
recorded an album



he called it
'keep it unreal'



ninja tune said
that they would
like to release it



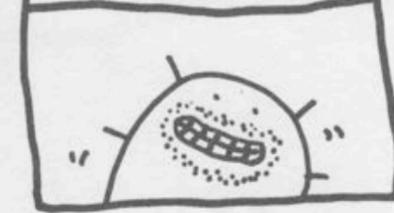
so to celebrate, he
decided to have a
big party!



in a nightclub!

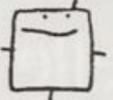
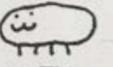
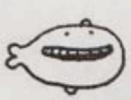


on sunday 6 june!

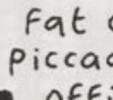
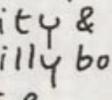
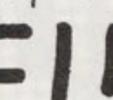
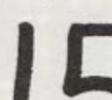


planet k oldham st. manchestie 8pm £3
info: 0161 273 3435

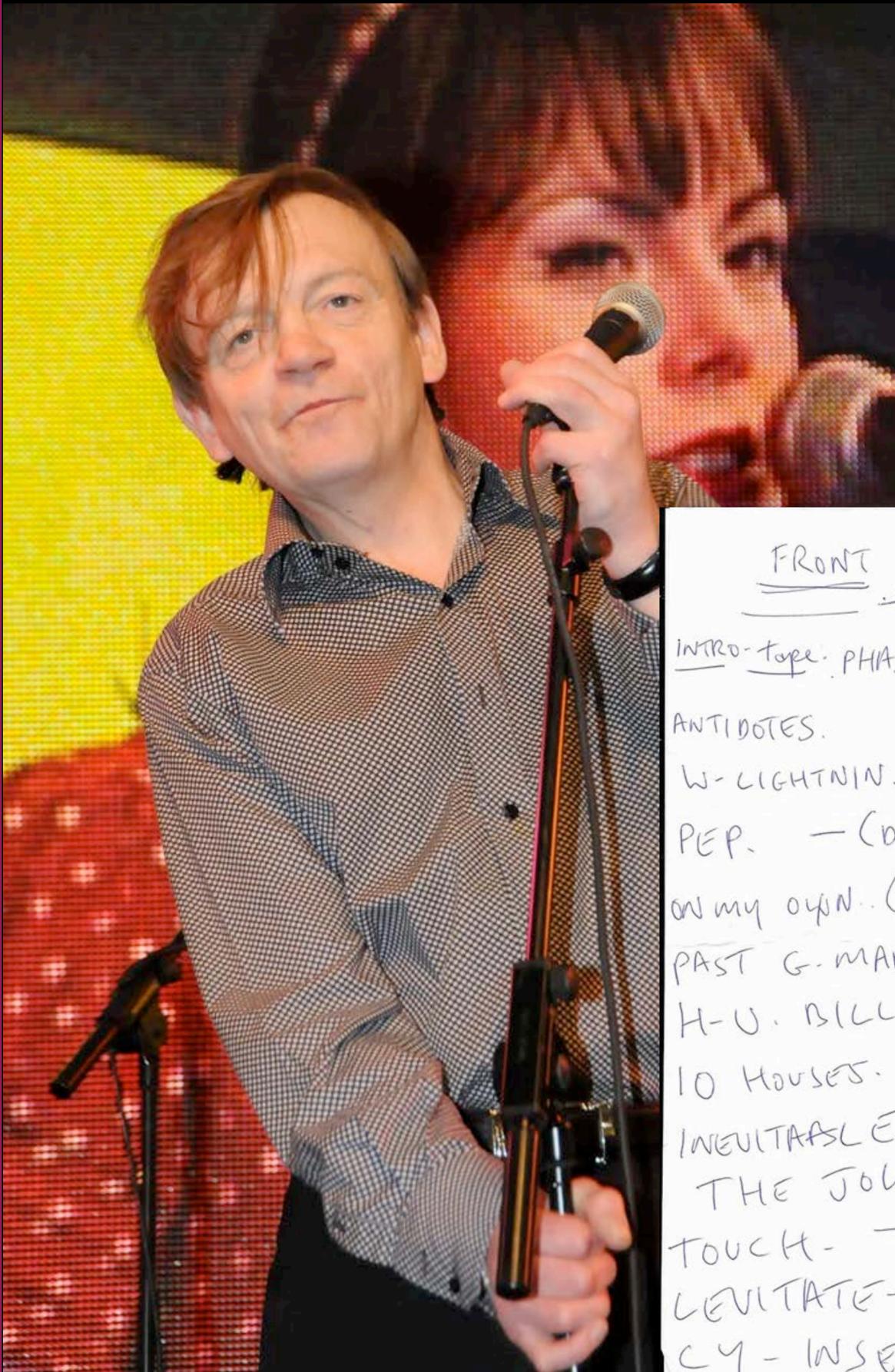
advance tickets available from fat city, Piccadilly box office (832 1111)
and piccadilly records

Keep it 
unreal 
with  
Mr. Scruff 
on  
new years
eve    
at
planet k 

oldham street manchestie
info: 0161 273 3435 planet k 0161 236 9497
get your tickets from piccadilly records,

10-4       £15
fat city &
piccadilly box
office
0161 832 1111
www.mrscruff.com

AUG 1999
 DEC 1999
 THE FALL



FRONT HOUSE P.K. DEC. 99.
SET LIST
 INTRO - TOPE. PHASE L - R.
 ANTIDOTES.
 W-LIGHTNIN.
 PEP. - (DAT. + B.V.CLS.) BROUGHT IN.
 ON MY OWN. (DAT.)
 PAST G-MAD.
 H-U. BILLY. - B.V.CLS. ✓
 10 HOUSES. - LOUD. DAT + B.V.'S.
 INEVITABLE. - B.V.'S OUT.
 THE JOKE.
 TOUCH. - B.V.'S IN.
 LEVITATE - (GUITAR + CYMBAL LOUD)
 CY - INSECT. - DAT.



DAT INTRO.
 FOLD IN.
 + THERE IN.
 ANECDOTES.
 PERFECT DAY.

1999

VIRGIN RECORDS SINGLE LAUNCH MARTINE McCUTCHEON PRECIOUS MOMENT



40
NEWS: Zoe Ball's up for a SONY AWARD as Radio One and Two dominate the nominations list
MARKETING: Chart product is to get greater emphasis as OUR PRICE unveils a new look instore
A&R: Special report on what went down at SOUTH BY SOUTHWEST and who were the show's biggest stars
Talent

FOR EVERYONE IN THE BUSINESS OF MUSIC 3 APRIL 1999 £3.50

music week

26	17	7	35	NOTHING REALLY MATTERS	Madonna
27	24	7	37	ERASE/REWIND	The Cardigans
▲ 28	31	3	0	MY NAME IS	Eminem
▲ 29	38	26	0	MY FAVOURITE GAME	The Cardigans
▲ 30	29	7	0	MADE IT BACK	Beverley Knight
▲ 31	42	2	0	PRECIOUS MOMENT	Martine McCutcheon
32	18	12	30	YOU DON'T KNOW ME	Armand Van Helden
▲ 33	34	4	10	YOU GOTTA BE	Des'ree
▲ 34	50	2	27	PUSH UPSTAIRS	Underworld
35	27	16	72	PRAISE YOU	Fatboy Slim
36	22	21	50	WHEN YOU'RE GONE	Bryan Adams feat. Mel C.

Virgin

2000

GET ON A ROLL TOUR SNOWPATROL

**alfie
snow patrol
appliance**

**dj andy votel and special friends
wednesday 07.6.00
planet k**
46-50 oldham st, manchester
9pm - 1am £3

jeepster



TWISTED NERVE

"You should make every album as if its your last," says Johnny, Snow Patrol's drummer, softly. He should, by rights, be barely audible above the clatter and brouhaha of the post-work booze-crowd in the busy bar where we're chatting, but ... [cont...]

"You should
Patrol's drum
above the cla
busy bar wh

EOS »

more videos »

jeepster.co.uk



jeepster.co.uk



GENRE: Rock

LABEL: Jeepster

REVIEWED: September 23, 1999

ALBUMS

Songs for Polarbears

Snow Patrol

1999



8.1

2000

GODSPEED YOU BLACK EMPEROR
SIGUR ROS



FOUNDATION presents

**GODSPEED YOU
BLACK EMPEROR!**

+ SPECIAL GUESTS **SIGUR ROS + FLY PAN AM**

WEDNESDAY 5TH APRIL 2000

PLANET K
OLDHAM STREET, MANCHESTER

DOORS 7:30pm
TICKETS £9.00 ADVANCE
(S.T.B.F.)

00579

2000

FELT MOUNTAIN TOUR GOLDFRAPP



'The Mercury prize? Oh God, that would be great. I deserve something'

the story across Europe has been one of

sold-out tours, upgraded venues and general pandemonium

Felt Mountain is the early favourite to take this year's Mercury music prize.

Goldfrapp FELT MOUNTAIN



DEBUT ALBUM OUT NOW

'Mesmerising vocals, widescreen orchestration, abstract electronica. Beautiful' **Q**

17 May London Union Chapel **SOLD OUT** 18 May London Union Chapel
17 June Edinburgh Liquid Rooms 18 June Manchester Planet K 20 June Birmingham Little Academy

hear excerpts: www.feltmountain.com www.mute.com



2001
GOLDEN
JUDGE JULES



Judge Jules packs 'em in at Golden, 25 March, Planet K.



2001
SPELLBOUND
ED RUSH | INKI



Spellbound



2000

ELECTROBOOGIELAND

CUTMASTER SWIFT



5500 JEDDINGTON
RD. SUITE 100
DALLAS, TX 75244
972.352.1111

planet X

Cutmaster Swift,
Andres Palfox,
Tim Roney

a modern day disco

ELECTROBOOGIELAND

Planet X is a weekly DJ set for people who like to party with the best & most
of the world. Planet X is the only place in Dallas, TX to party with

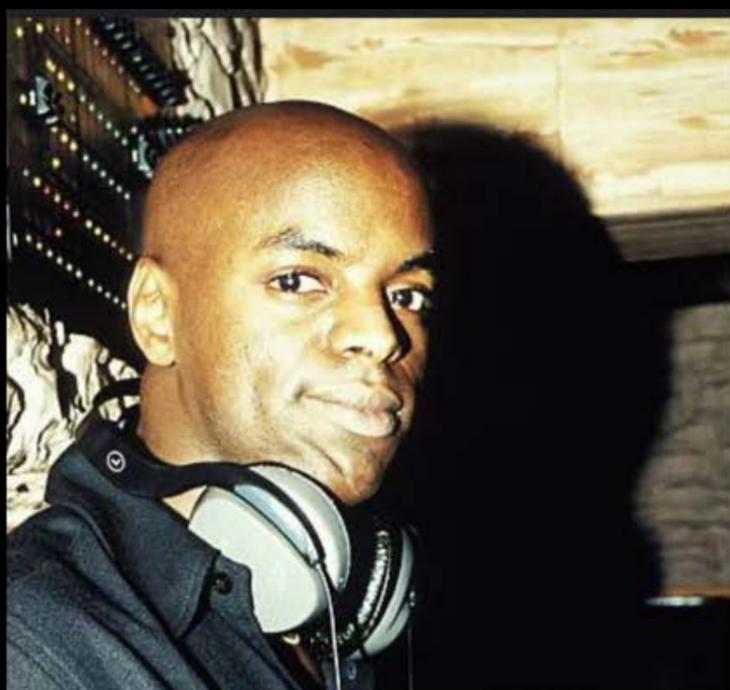
ELECTROBOOGIELAND

1999

CHANEL 4

THE CUBAN BROTHERS

4 LATER LAUNCH



4LATER
do not sleep

FREE 4LATER CLUB NIGHT
Ben B plays funky lounge core and The Cuban Brothers pick it up on a latin disco tip with live percussion and B-boy breakdancing.
Free entry call 0900 111 4424 for guest list (you + 1). Lines close when guest list is full - so call early to avoid disappointment.

4LATER CLUB NIGHTS 8PM TO 1AM 26TH OCT: LEEDS WARDROBE 27TH OCT: MANCHESTER PLANET K 3RD NOV: LONDON THE SCALA
Calls cost 40p per minute.

4LATER
do not sleep

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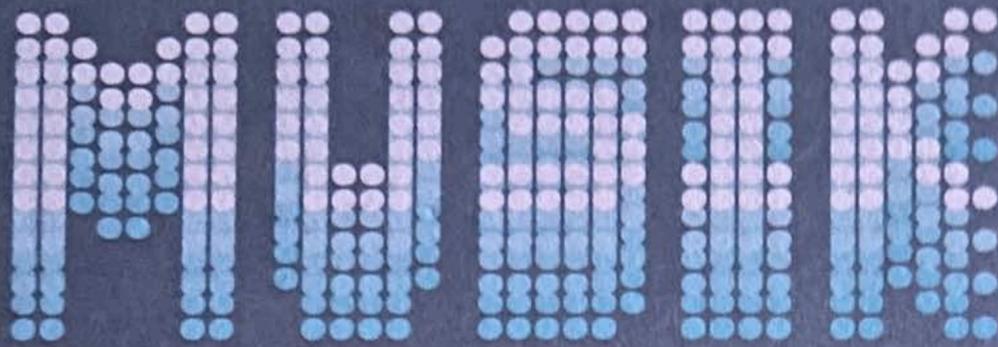
4LATER CLUB NIGHTS 8PM TO 1AM 26TH OCT: LEEDS WARDROBE 27TH OCT: MANCHESTER PLANET K 3RD NOV: LONDON THE SCALA
Calls cost 40p per minute.

MUSIK

JAN 2001

LUKE SOLOMON | JAMES LAVELLE

WINSTON HAZEL | GRAEME PARK



january 2001 / every saturday

Sat 13th
swayzak (live) / luke solomon / rob bright

Sat 20th
winston hazel / rob bright / james lavelle
(moloko tour dj)

Sat 27th
graeme park / pete robinson / jon dasilva

planet.k 46-50 oldham st, manchester m4 1le / admin tel 0161 236 9497 / venue 0161 237 9720
tickets available (subject to booking fee) from pteadilly box office / tel 0161 832 1111

10pm - 3am
£6 advance / £8 after 11pm
free before 11pm



MUSIK
FEB 2001
ASHLEY BEEDLE | JON CARTER
JAMES LAVELLE (UNKLE SOUNDS)



february 2001 / every saturday

sat 3rd
sam du prez / rob bright

sat 10th
ben davies / rob bright / ashley beedle
(robodisco)

sat 17th
sam du prez / jon carter

sat 27th
rob bright / **UNKLE** james lavelle
& richard file
decks 'n effects

planet.k 46-50 oldham st, manchester m4 1le / admin tel 0161 236 9497 / venue 0161 237 9720
tickets available (subject to booking fee) from piccadilly box office / tel 0161 832 1111
piccadilly records (oldham street, manchester) tel 0161 839 8008
taylors newsagents (fallowfield, manchester) tel 0161 224 8317

10pm - 3am
£6 advance / £8 after 11pm
free before 11pm



MUSIK

MAR 2001

MARSHALL JEFFERSON | CARL CRAIG

LUKE SOLOMON | BADMARSH & SHRI



planet.k 46-50 oldham st, manchester m4 1le / admin tel 0161 236 9497 / venue 0161 237 9720
tickets available (subject to booking fee) from piccadilly box office / tel 0161 832 1111
piccadilly records (oldham street, manchester) tel 0161 839 8008
taylor's newsagents (fallowfield, manchester) tel 0161 224 8317

march 2001 / every saturday

sat 3rd
jay p / rob bright / matt hardwick

sat 10th
rob bright / d.i.y. & marshall jefferson

sat 17th
badmarsh & shri / rob bright / luke solomon
(outcast)

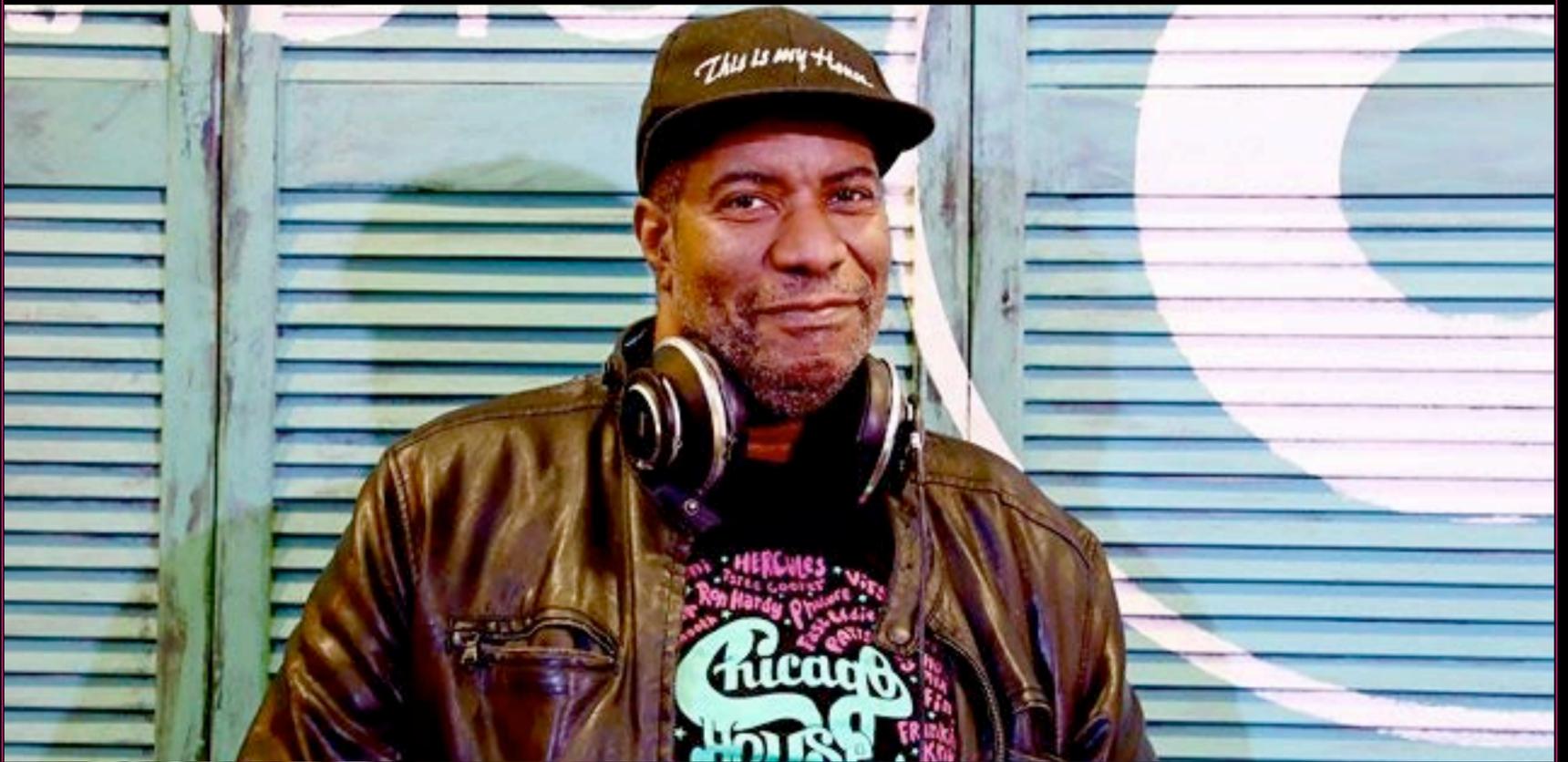
sat 24th
rob bright
(5 hour set - manchester debut)

sat 31st
carl craig / rob bright

10pm - 3am

£6 advance / £8 after 11pm

free before 11pm



2001

PRODUCT PLACEMENT LP TOUR DJ SHADOW & CUT CHEMIST



NME

THE COVER

NEWS

MUSIC

Ouch. This record is so cool it hurts.

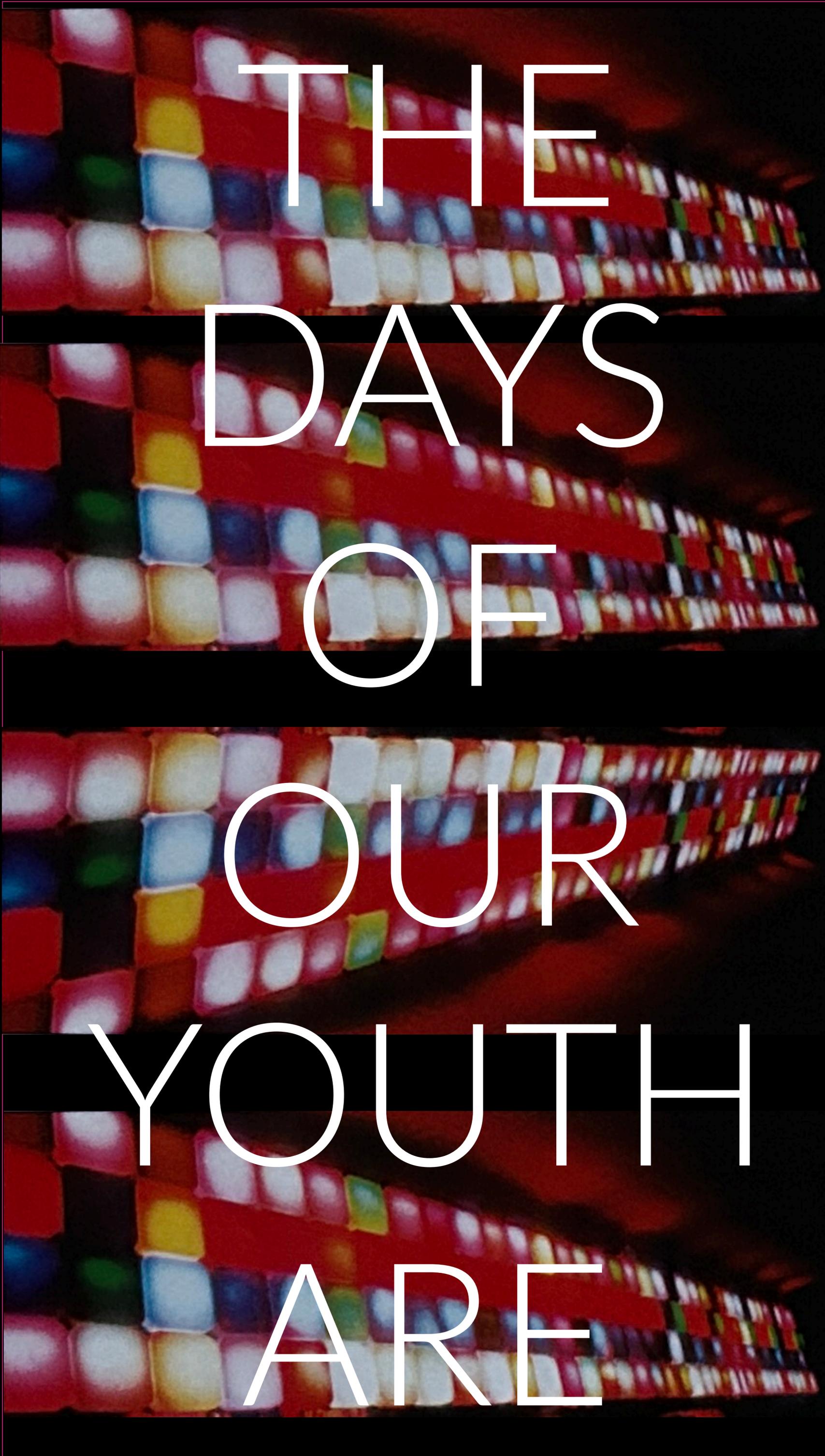


REVIEWS > ALBUM REVIEWS

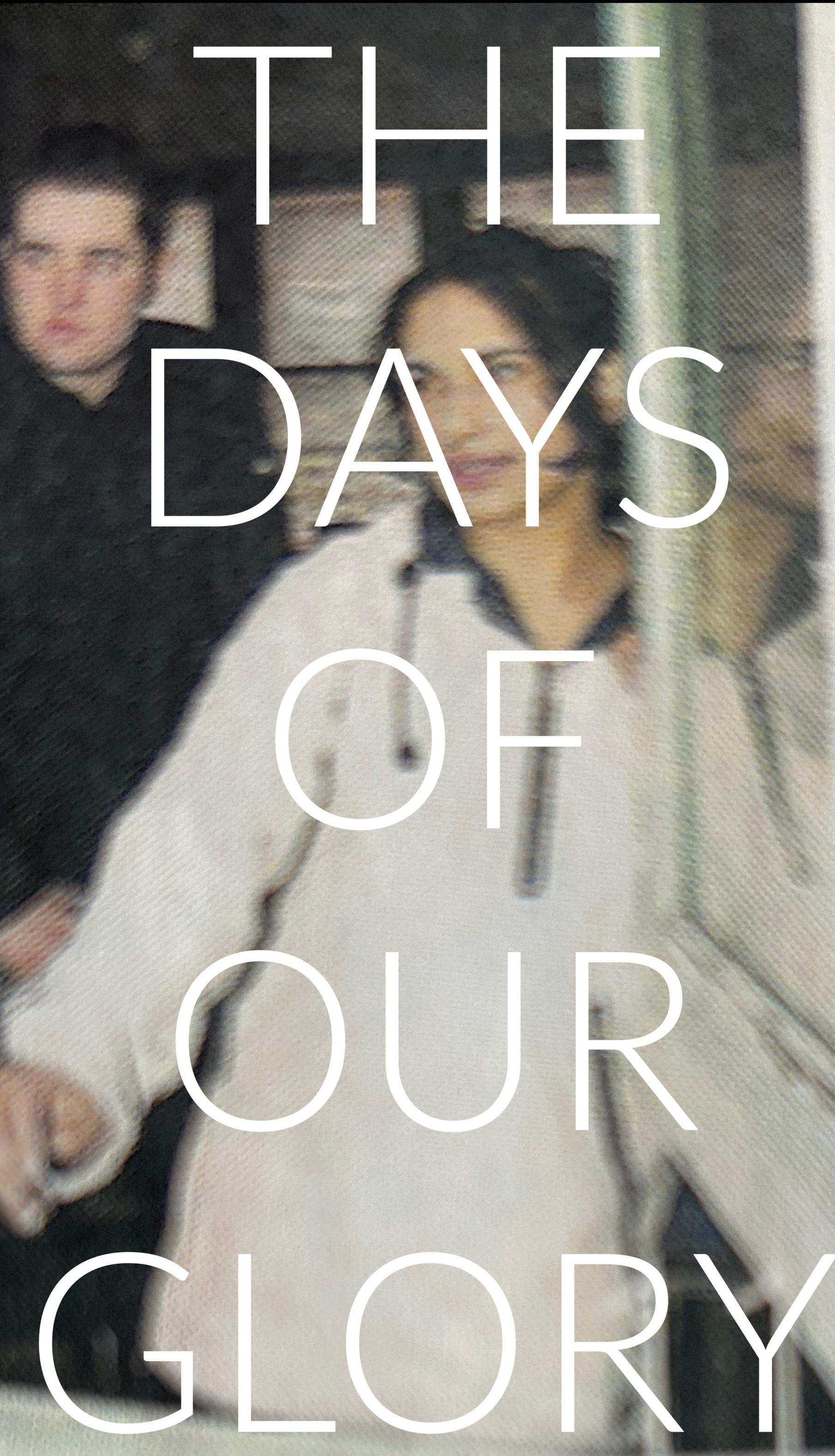
DJ Shadow & Cut Chemist : Product Placement

Fashionable (and very good) mix LP...





THE
DAYS
OF
OUR
YOUTH
ARE



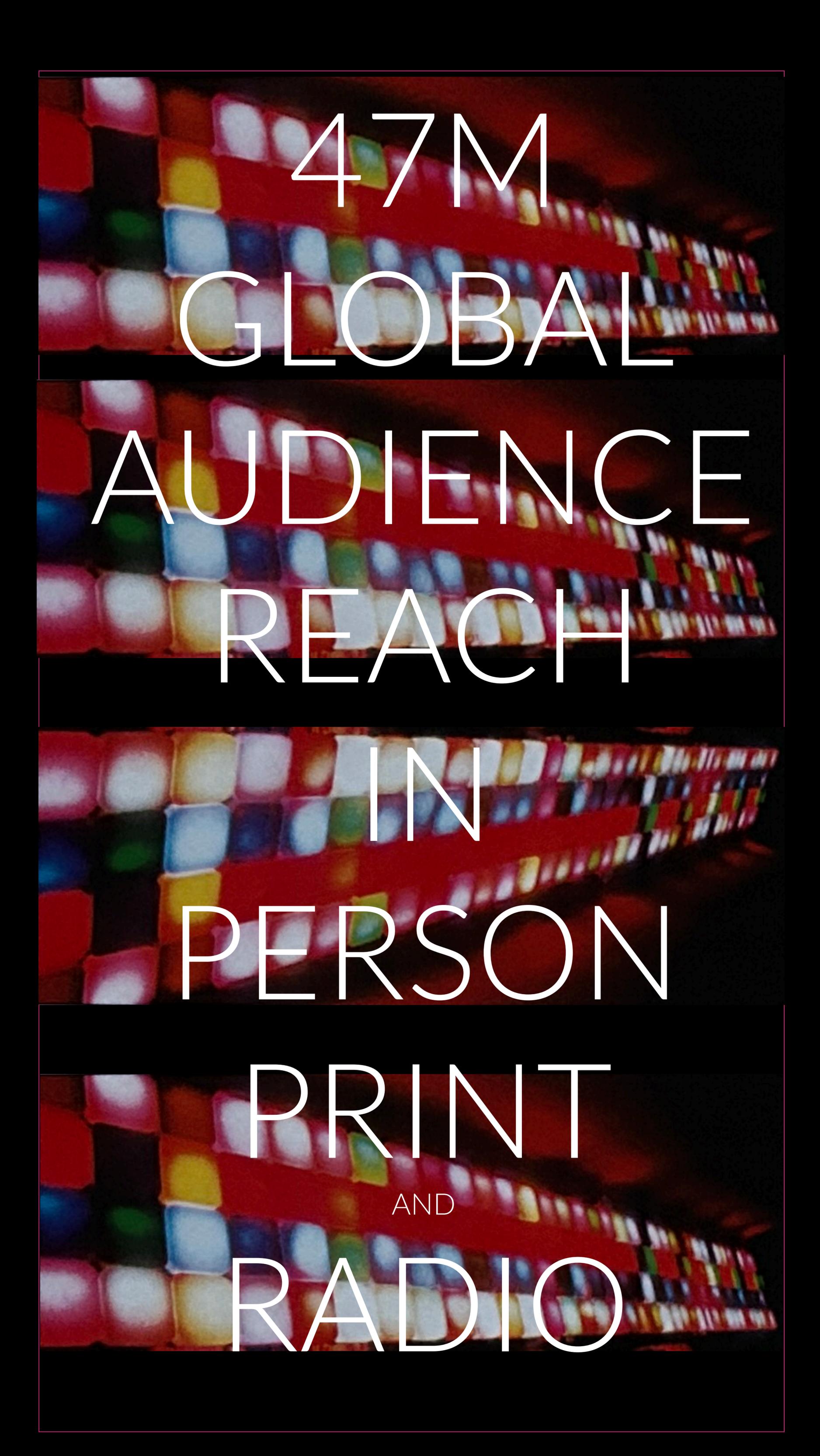
THE

DAYS

OF

OUR

GLORY



47M
GLOBAL

AUDIENCE
REACH

IN
PERSON

PRINT

AND

RADIO



RAQUELE E. SOFER

Founder, Access All Areas Film
Creative Director | Executive Producer

X: RaquelEsofer | Insta: @raquelelishsofer | e-mail: raquel@accessallareasfilm.com

HYPE!

MANNA (FROM HEAVEN)

2004 - 2007



ROLE:
FOUNDER
CREATIVE DIRECTOR
EXECUTIVE PRODUCER

HYPE!

MANNA (FROM HEAVEN)

£1.4M

SALES

ADJUSTED FOR INFLATION

2004 - 2007

HYPE!

MANNA (FROM HEAVEN)

500,000

PRINT

MEDIA

REACH

HYPE!

MANNA (FROM HEAVEN)

£59K

ENMIV

2004 - 2007

MANNA (FROM HEAVEN)

MANCHESTER EVENING NEWS, 2004

Manchester Evening News

GREEN dreams ... Rakhi Kumar with a cup of fair trade coffee in her drive to change tastes in the city

Picture: MIKE GRIMES



Dishing up a fair treat

A FEMALE entrepreneur is letting her conscience be her guide in her latest venture. Rakhi Kumar is launching Manchester's first fair trade coffee shop aimed at city centre professionals concerned about the origins of their food. Manna From Heaven is the city's only café to source entirely from ethical sources, meaning that farmers have received a fair

BY SARAH WALTERS

in the issues of trade and exploitation since she was a teenager. She delivered a speech about child labour to a conference of international dignitaries when she was in secondary school and became the face of the UN Rights of the Child poster campaign. "I was familiar with the issues

should only enjoy these things if nobody has been exploited producing them." Manna specialises in salads, sandwiches and toasts, fruit smoothies, fair trade teas and coffees and homemade ice cream and sorbet. Now that her flagship outlet in Piccadilly Gardens is running smoothly, Rakhi plans to launch 10 cafés across major UK cities.

T
COM
14594
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guida
Manc
COM
1490
Cisco
unive
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mana
1511
airpo
kiosk
1477
vehic



CON
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plum
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impr
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skip
from



MANNA (FROM HEAVEN)

MANCHESTER EVENING NEWS, 2005

FESTIVAL VILLAGE x URBAN RAT RACE

Manchester Evening News



Get into the Manchester Rat Race

JACK OSBOURNE
ADRENALINE JUNKIE



The Urban X adventure event comes to Manchester for the first time on August 6, when teams of three competitors will take part in multi-discipline shenanigans known as The Rat Race.

Meanwhile, the Aerial Assault will also see the cream of Europe's climbing talent competing on a climbing route encompassing Manchester's finest Victorian buildings. Ozzy Osborne's son Jack will also be attending and having a go at the climb.



MANNA (FROM HEAVEN)

SPONSOR: MANCHESTER CONFIDENTIAL, 2006
PIE CLUB

ENGLAND v PORTUGAL
WORLD CUP QUARTER FINAL SCREENING



Confidentials
Manchester

England vs Portugal. FIFA World Cup Quarter Final.

4:00pm, Saturday 1st July 2006.

Wembley, Attendance: 52,000.



ENGLAND

PORTUGAL

sky sports



MANNA (FROM HEAVEN)

PRESS SHOT: TEA ROOM



MANNA (FROM HEAVEN)

PRESS SHOT: JUICE BAR



MANNA (FROM HEAVEN)

PRESS SHOT: CAFE



MANNA (FROM HEAVEN) ONE PICCADILLY GARDENS



MANNA (FROM HEAVEN)
ONE PICCADILLY GARDENS



ETHICALLY
SOURCED
PLEASURE



RAQUELE E. SOFER

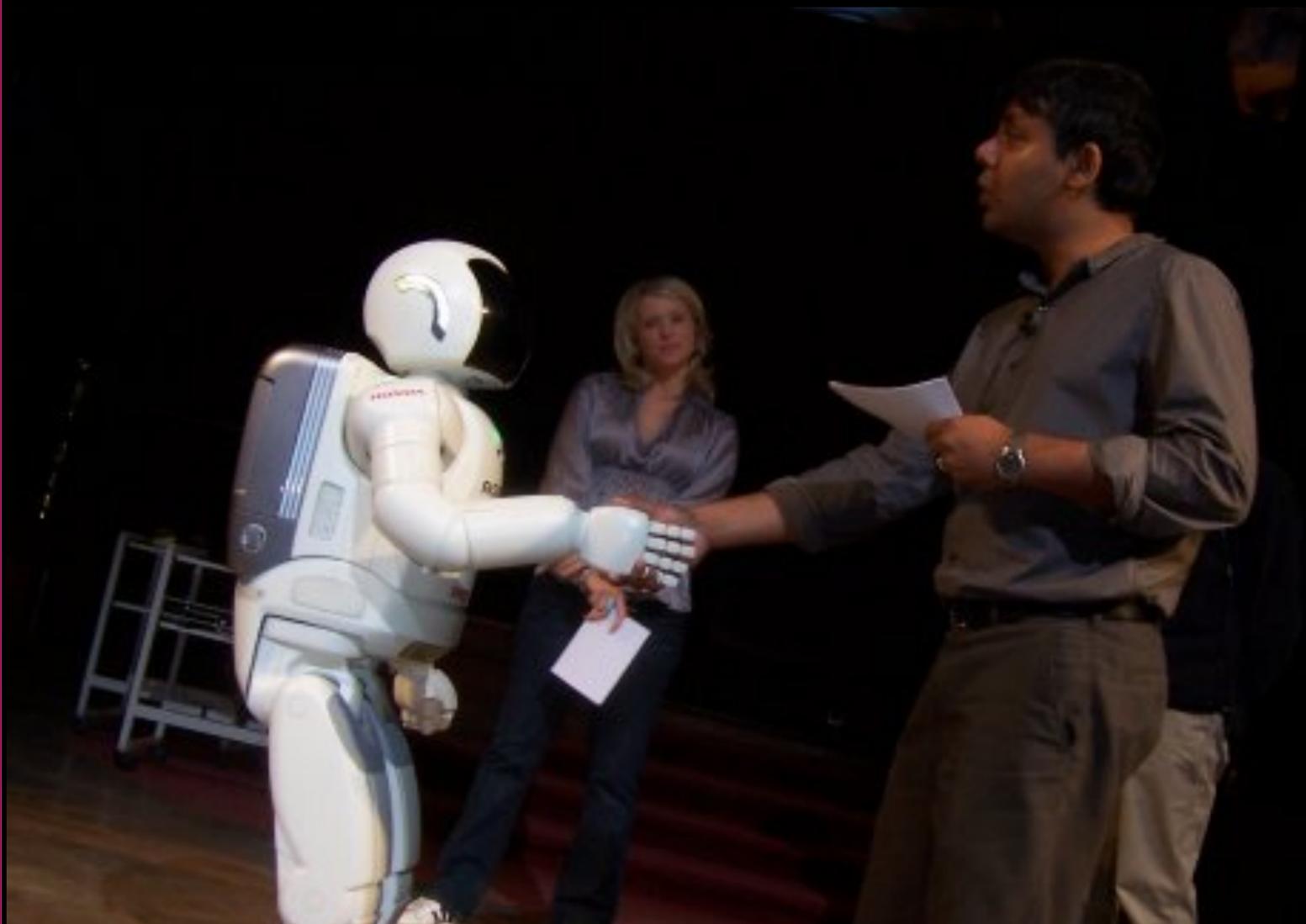
Founder, Access All Areas Film
Creative Director | Executive Producer

X: RaquelEsofer | Insta: @raquelelishsofer | e-mail: raquel@accessallareasfilm.com

HYPE!

DO ANDROIDS DREAM?

2009



ROLE:
EXECUTIVE PRODUCER
PUBLIC ENGAGEMENT

HYPE!

DO ANDROIDS DREAM?

35M

GLOBAL

AUDIENCE

REACH

HYPE!

DO ANDROIDS DREAM?

2009

£5M

EMV



DO ANDROID DREAM?

PRESS: THE GUARDIAN, 2009

The Guardian UK ✓

News | Opinion | Sport | Culture | Lifestyle



Event preview: Edinburgh International Science Festival, Edinburgh

Taking the 200th anniversary of Charles Darwin's birth and the fact that it is the International Year of Astronomy as its starting point, this annual celebration of scientific achievement hosts a vast array of talks, exhibitions, musical events and more that span the city. The opening weekend offers the opportunity to meet ASIMO, which is Honda's advanced humanoid robot, and you can also



DO ANDROID DREAM?

PRESS: THE SKINNY, 2009

THE SKINNY
INDEPENDENT CULTURAL JOURNALISM

Edinburgh International Science Festival 2009

Getcha artificial intelligence here...

ASIMO - Advanced Step In Innovative Mobility - is the result of 22 years of persistent research by those clever chaps at Honda and will be appearing at the McEwan Hall for a series of events on 4 and 5 April (tickets are a measly £2.50). Apparently the world's most advanced humanoid robot, he can recognise people, shake hands and even dance, which puts him ahead of a significant chunk of humanity already.



DO ANDROID DREAM?

BBC WORLD SERVICE

SKY

CHANNEL 4

BBC NEWS

ITV

THE GUARDIAN

THE DAILY RECORD

THE SKINNY

COMBINED

AUDIENCE

REACH:

BBC

WORLD SERVICE

Channel 4 News

35M





RAQUELE E. SOFER

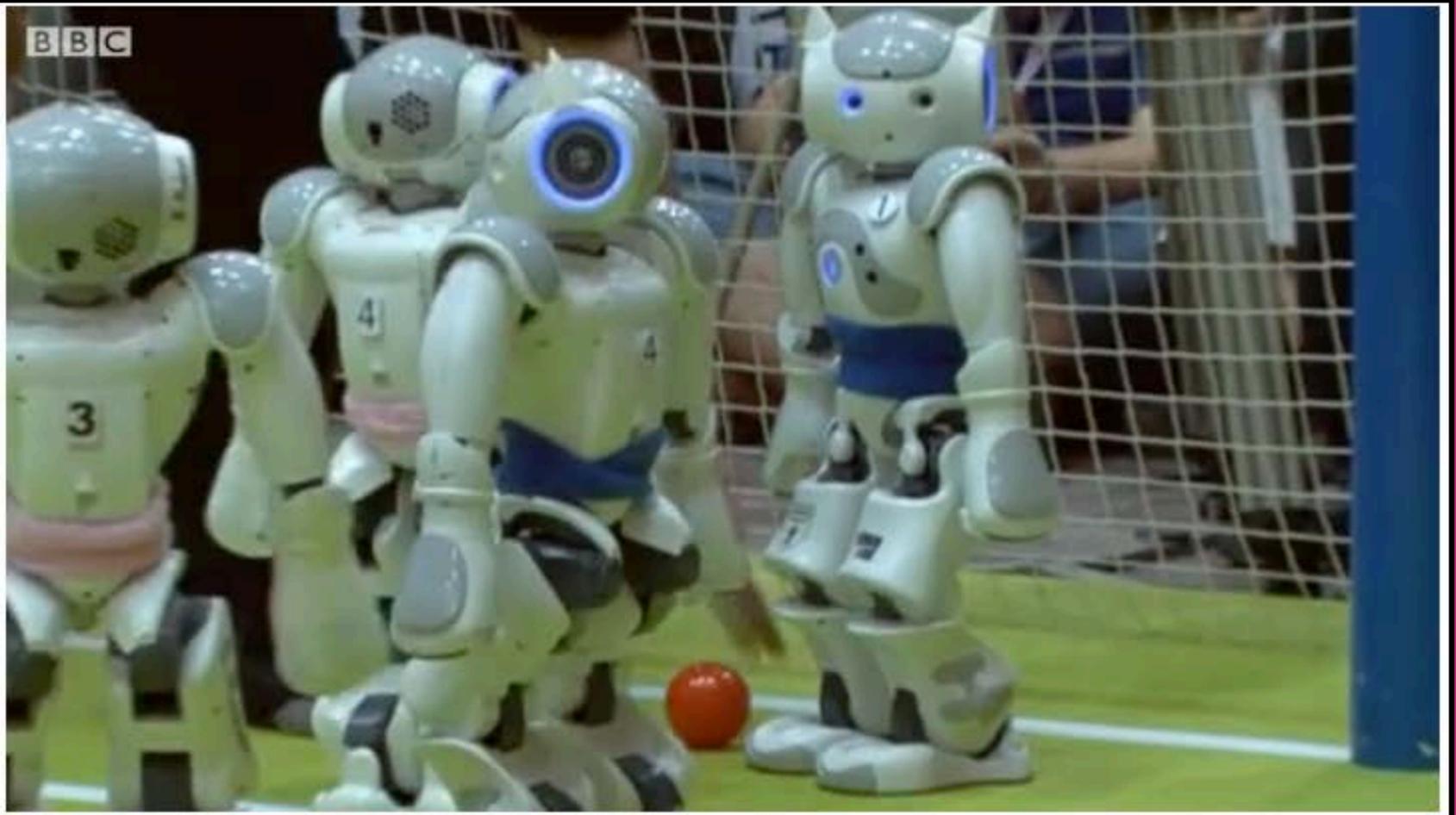
Founder, Access All Areas Film
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HYPE!

FEVER PITCH / ROBOCUP ANDROID FC

2009



ROLE:
EXECUTIVE PRODUCER
PUBLIC ENGAGEMENT

HYPE!

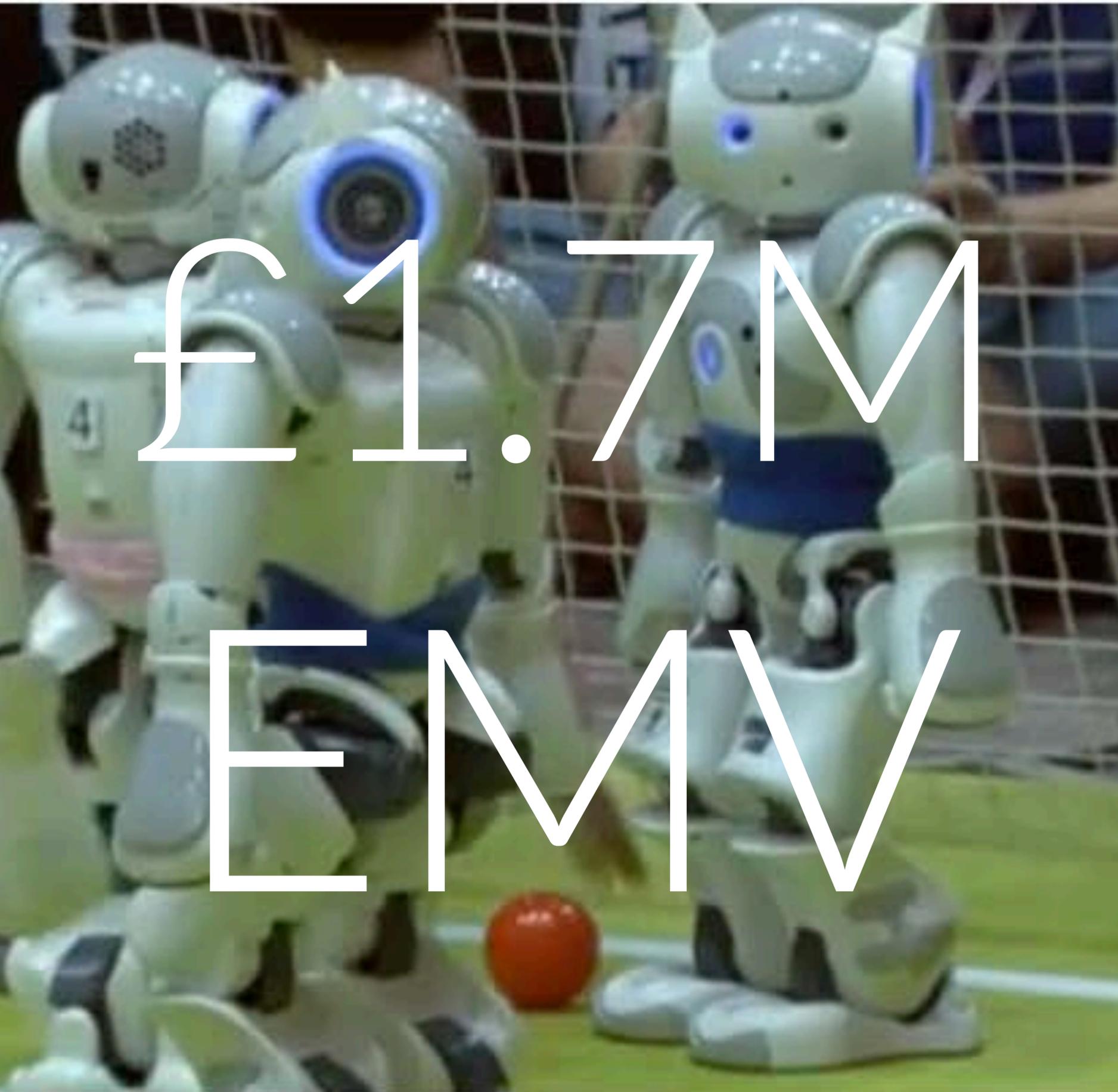
FEVER PITCH / ROBOCUP
ANDROID FC



2010 - 2011

HYPE!

FEVER PITCH / ROBOCUP
ANDROID FC



£1.7M

ENMIV

2010 - 2011

FEVER PITCH / ROBOCUP ANDROID FC PRESS: BBC NEWS, 2010

[▶ LIVE](#) BBC NEWS CHANNEL

Page last updated at 12:11 GMT, Thursday, 1 April 2010 13:11 UK

[✉ E-mail this to a friend](#)

[🖨️ Printable version](#)

Football robots to enter contest

A robotic football team representing Scotland will compete against other countries in the Robocup contest in Turkey next year.

Android FC, made up of a two-foot-high striker, defender and goalkeeper, will compete in the contest in Istanbul.

The robots, which have been developed by academics at Edinburgh University, can make sense of its surroundings and react to other players' movements.



ALAN SIMPSON PHOTOGRAPH

The robots can make sense of their surroundings and react to the movements of other players

FEVER PITCH / ROBOCUP ANDROID FC PRESS: THE MAIL ONLINE, 2010

MailOnline

Science & Tech

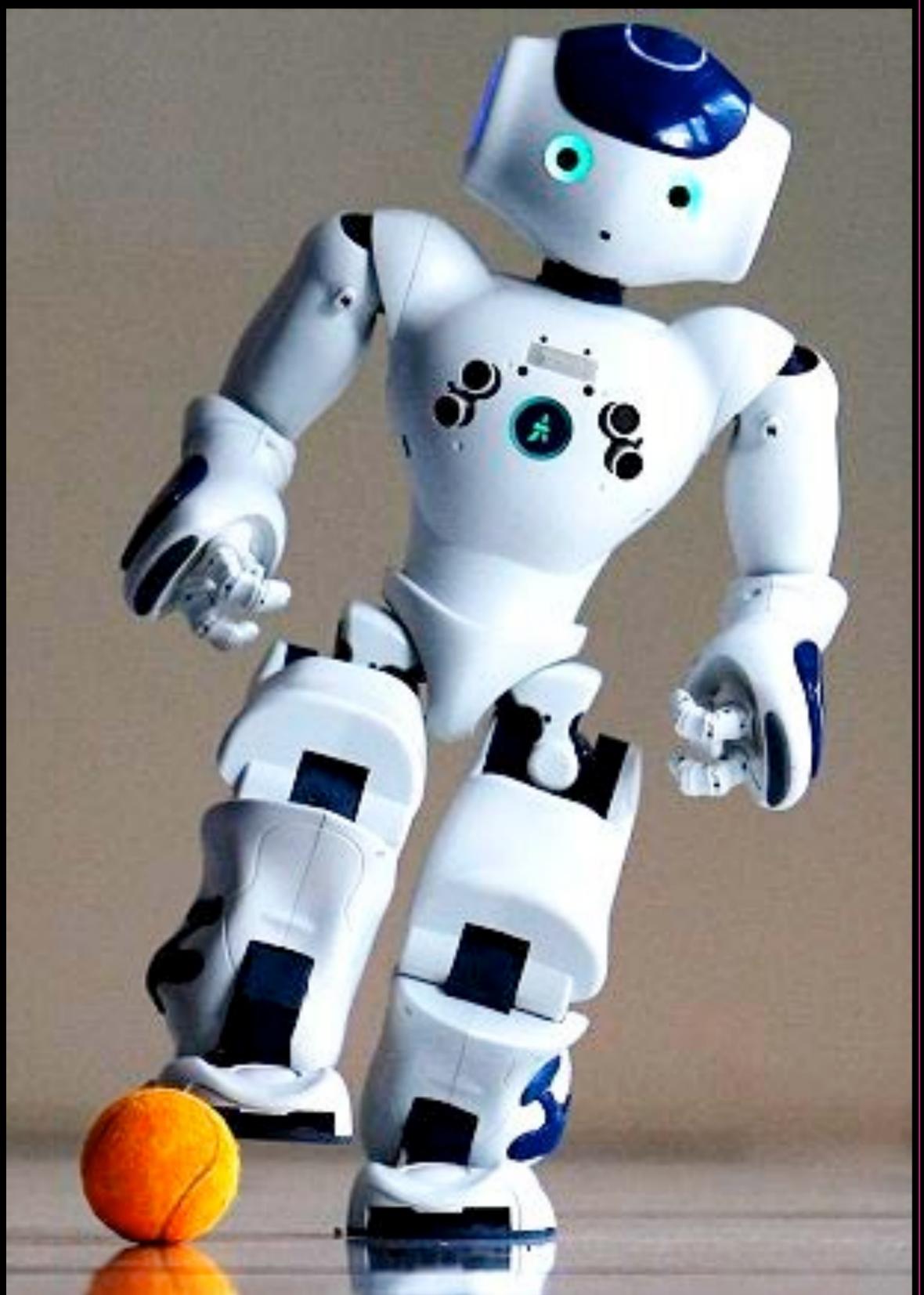
Meet the androids who could clinch the Robo World Cup for Scotland

By DAILY MAIL REPORTER
UPDATED: 16:29, 1 April 2010

The Scottish football team may have missed out on playing in the World Cup this year, but their robotic counterparts are hoping to have better luck.

Step forward Android FC - a three-player squad created by academics at the University of Edinburgh.

The robots were put through their paces in front of the cameras today to kick off their campaign to reach the RoboCup finals in Istanbul.



FEVER PITCH / ROBOCUP ANDROID FC PRESS: BBC NEWS, 2010

BBC **R** For you

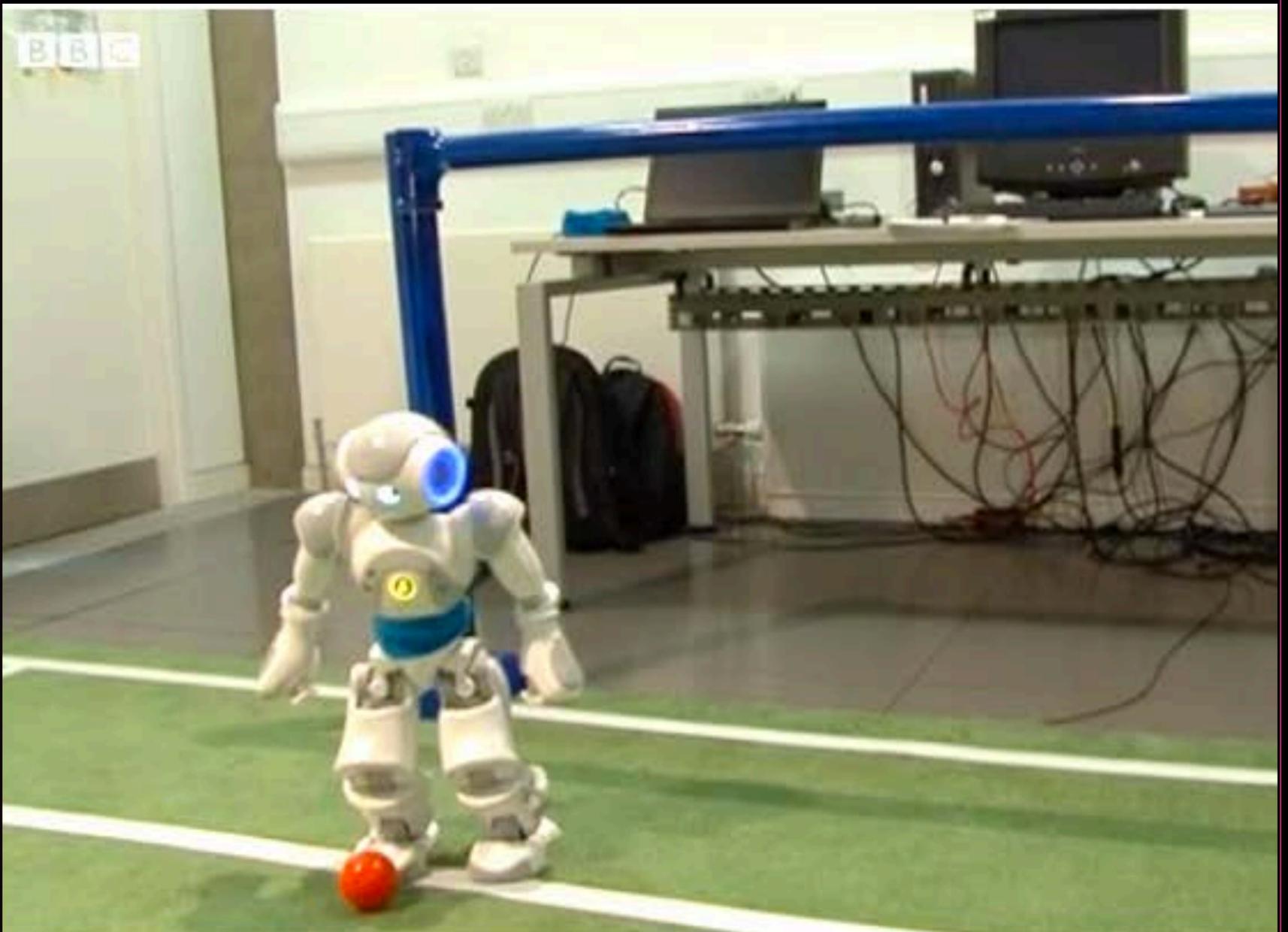
NEWS

RoboCup for soccer-playing robots kicks off

© 8 July 2011

The best strikers, defenders and midfield players in the robot football world are gathering in Istanbul.

The teams and their coaches are there for the climax of the 2011 non-human soccer calendar - the RoboCup.



The University of Edinburgh's Subramanian Ramamoorthy is training robots to play football

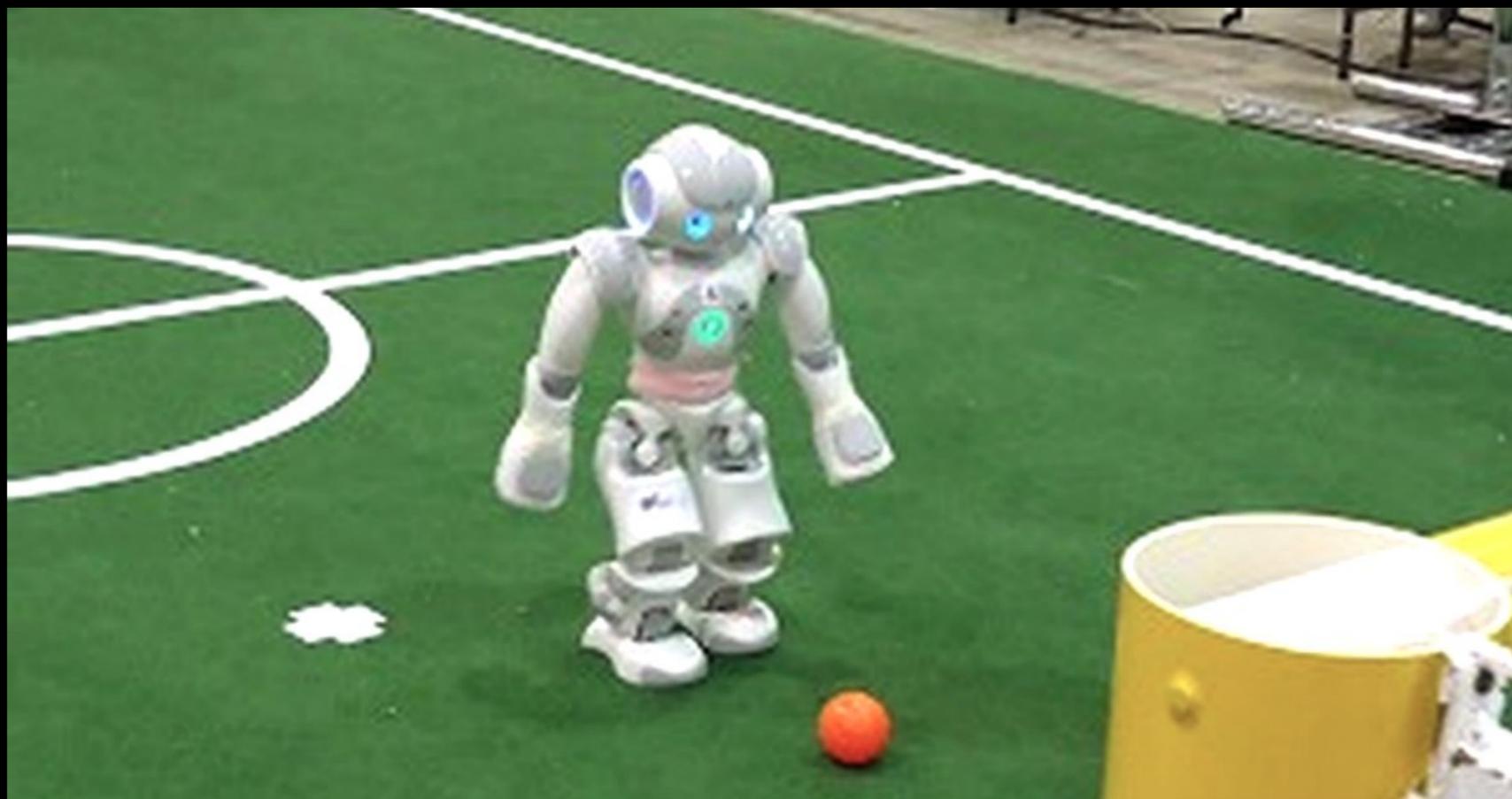
FEVER PITCH / ROBOCUP ANDROID FC PRESS: IRISH INDEPENDENT, 2010

Irish Independent 

World News

Robots make world cup quarter-final

A team of robots designed in Scotland have outperformed the national team by reaching the quarter-finals of the robot football world cup.



A robot aims during a penalty shootout at the robot football world cup (University of Edinburgh/PA)

FEVER PITCH / ROBOCUP ANDROID FC PRESS: IRISH INDEPENDENT, 2010

BBC **R** For you

NEWS

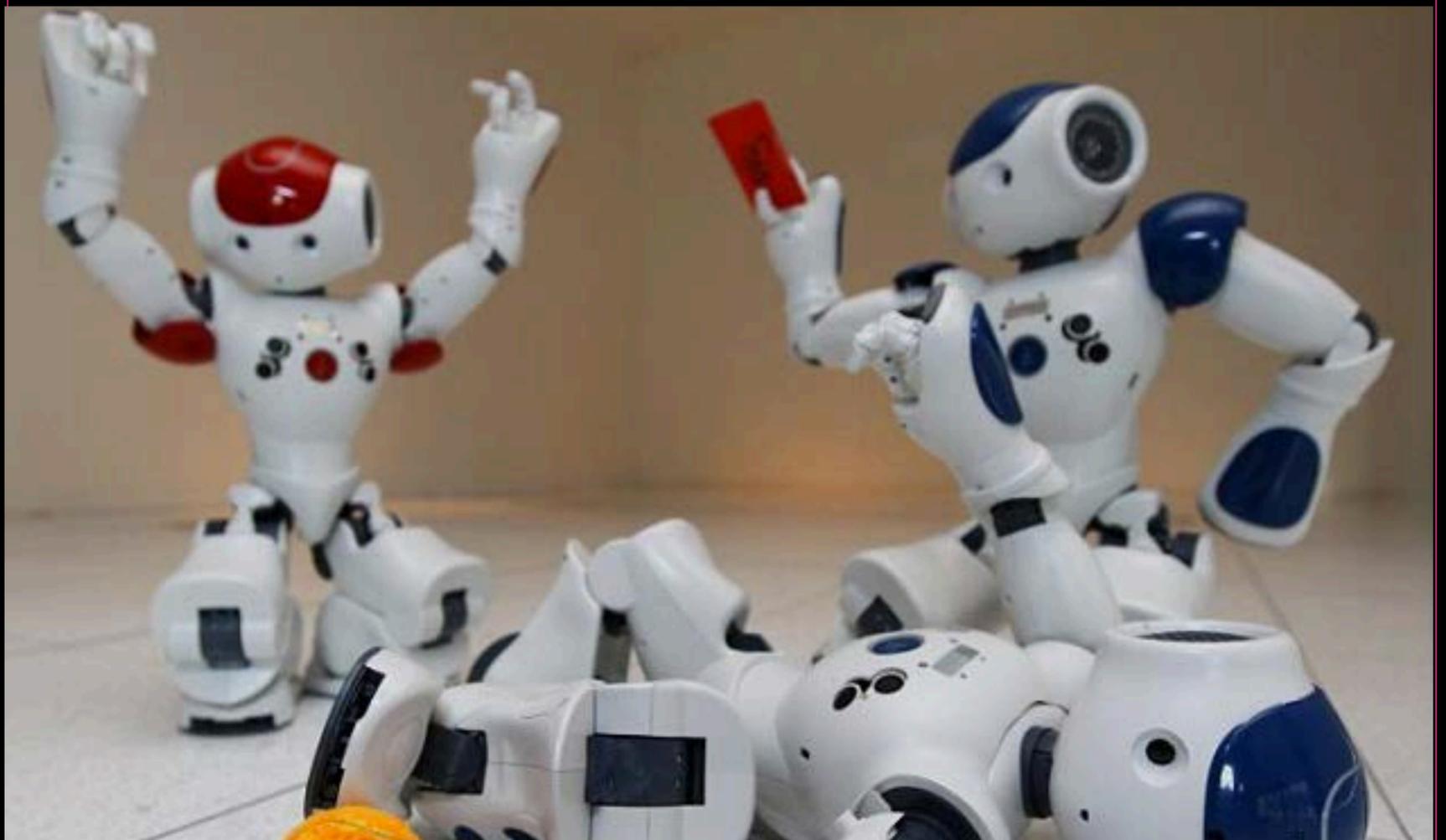
UK robot World Cup hopes dashed

© 11 July 2011

The UK's best robot footballers have followed the example of their human counterparts and bombed out of the football World Cup.

The country's first full team was taking part in the 2011 RoboCup in Istanbul over the weekend.

Sadly, the four-strong Edinferno squad from Edinburgh University, was knocked out in the group stages.



ANDROID FC

PRESS FEATURES

INCLUDING:

BBC WORLD SERVICE

BBC NEWS

ITV

THE DAILY MAIL

THE GUARDIAN

THE IRISH INDEPENDENT

COMBINED

AUDIENCE

REACH:

44M



RAQUELE E. SOFER

Founder, Access All Areas Film
Creative Director | Executive Producer

X: RaquelEsofer | Insta: @raquelelishsofer | e-mail: raquel@accessallareasfilm.com

HYPE!

NEW YORK PEACE WEEK

2012

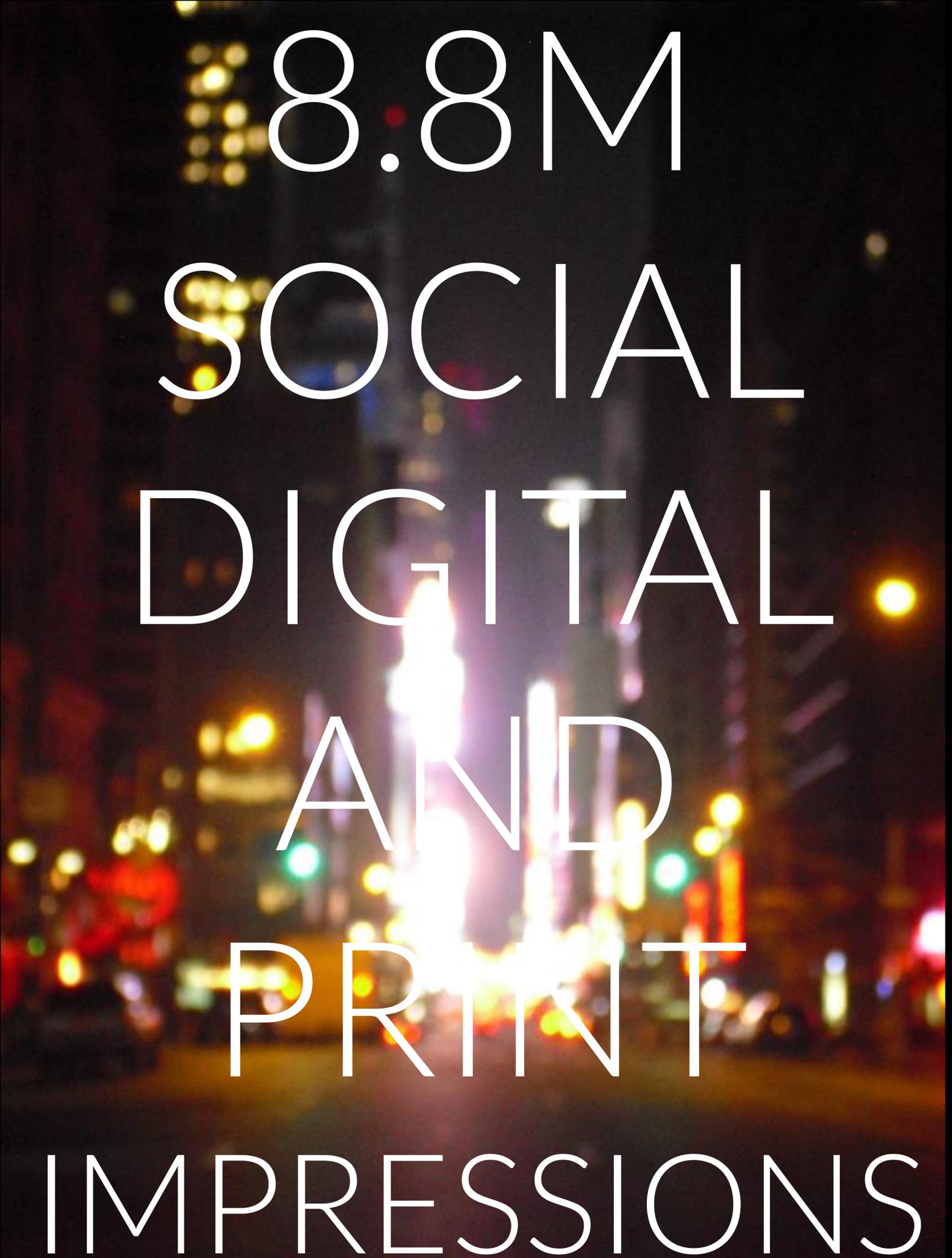


ROLE:
EXECUTIVE PRODUCER
PUBLIC ENGAGEMENT

NEW YORK PEACE WEEK, 2012

1.6M
UNIQUE
ENGAGED
INDIVIDUALS

NEW YORK PEACE WEEK, 2012



8.8M
SOCIAL
DIGITAL
AND
PRINT
IMPRESSIONS

NEW YORK PEACE WEEK, 2012

\$260K

ENMIV

NEW YORK PEACE WEEK, 2012

**CONSCIOUS GLOBAL LEADERSHIP INSTITUTE
WITH RUSSELL SIMMONS AND ERICA FORD
INVITES YOU TO ATTEND:**



NYC
PEACE WEEK

NEW YORK PEACE WEEK 2012

WED 18TH JAN 2011 7PM, (VENUE TO BE ANNOUNCED) MEDITATE FOR PEACE: One World Academy lead an evening of meditation, a powerful way to shift the "neuro-circuitry," creating feelings of happiness and well-being. Led by world renowned wisdom leader and senior faculty member of One World Academy Ananda Giri. Special guests include elite athlete and CEO and Founder of Conscious Global Leadership Institute Tara Sheahan, physician and founder of the Pain Management Institute of California Dr. Rajiv Parti. Learn practical tools for stress, techniques to become aware of negative patterns, and living consciously in "the city that never sleeps." <http://owapeaceweek.eventbrite.com>

SAT 21ST JAN 2012 8.30AM - 12:30PM, THE STANDARD HOTEL, NEW YORK DETOX FOR PEACE: Mas Vidal, master yoga teacher and director of Hollywood's Dancing Shiva Yoga and Ayurveda Studio, leads four continuous hours of healing breathwork, detoxifying asana, guided meditation and nurturing bodywork. This special session will introduce Ayurveda, India's 5,000 year old system of medicine. Ayurvedic therapists, using aromatherapy techniques, will apply aromatic oils to various pressure points of the body assisting the mind to go in to a deeper and deeper state of rest, relaxation and release. Ayurvedic teas and herbs will be served, furthering body/mind restoration and rejuvenation. <http://yogavedadetox.eventbrite.com>

Every dollar of your suggested donation of \$250 per event will go toward teaching NY youth how to live a life of non-violence, wellness and service through Erica Ford's 501(c)3: LIFE Camp Inc.
www.lifecampinc.com www.nypeaceweek.com



The Standard



AKASHA
ASSOCIATES

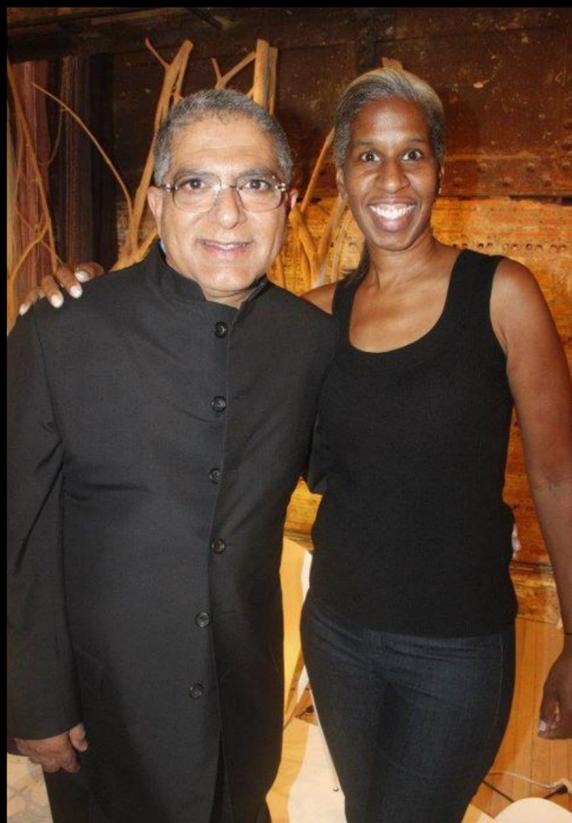


NEW YORK PEACE WEEK

PRE LAUNCH EVENT

DEEPAK CHOPRA
RUSSELL SIMMONS
ERICA FORD

BROADWAY NYC
12TH SEP 2011

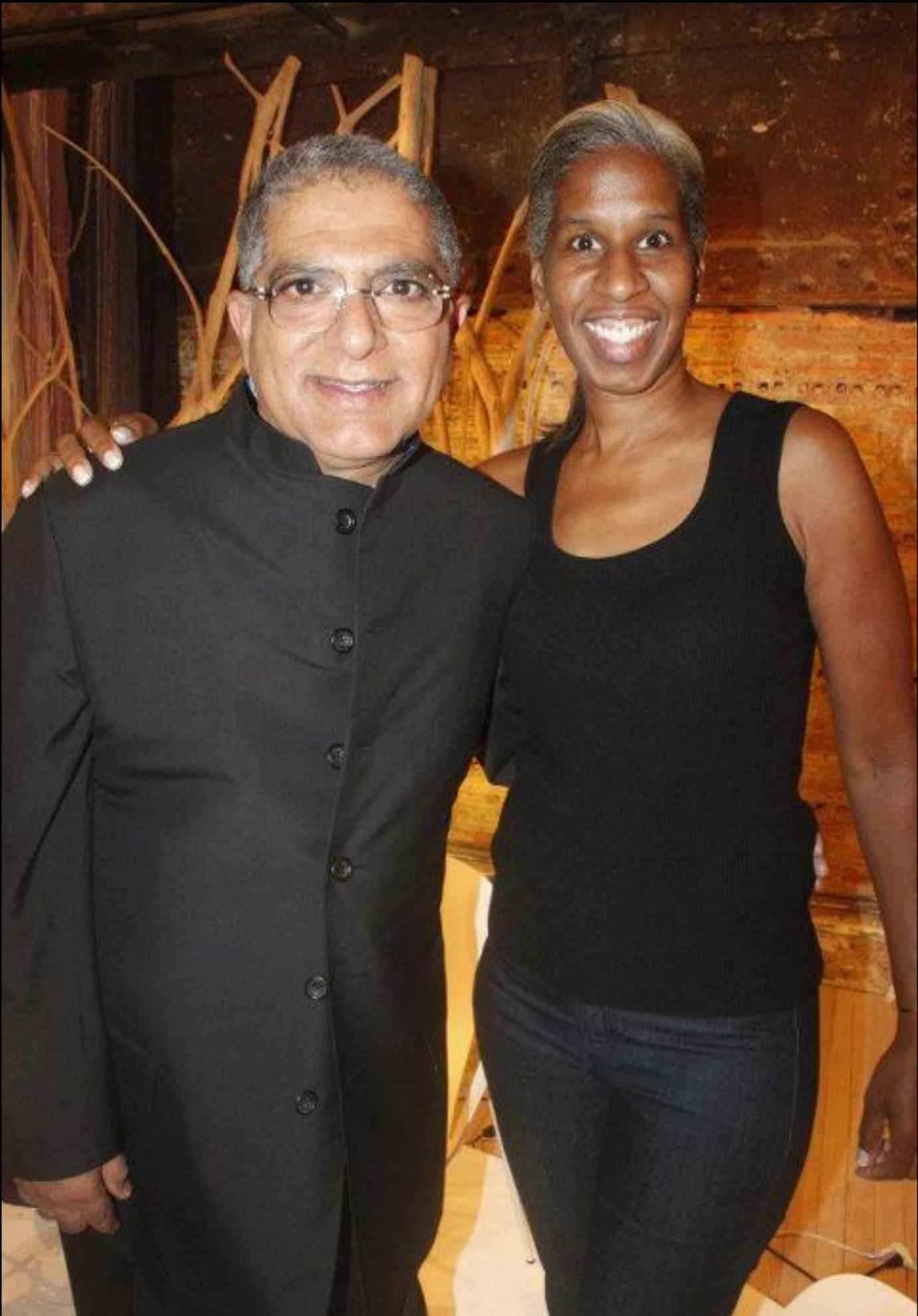


NEW YORK PEACE WEEK

PRE LAUNCH EVENT

DEEPAK CHOPRA
RUSSELL SIMMONS
ERICA FORD

BROADWAY NYC
12TH SEP 2011



NEW YORK PEACE WEEK

PRE LAUNCH BONUS SURPRISE EVENT!

PRODUCED BY THE CHOPRA FOUNDATION x DEEPAK HOMEBASE

DEEPAK CHOPRA IN CONVERSATION WITH 50 CENT

PICTURED WITH INVITED GUEST ERICA FORD

BROADWAY NYC

SEP 2011

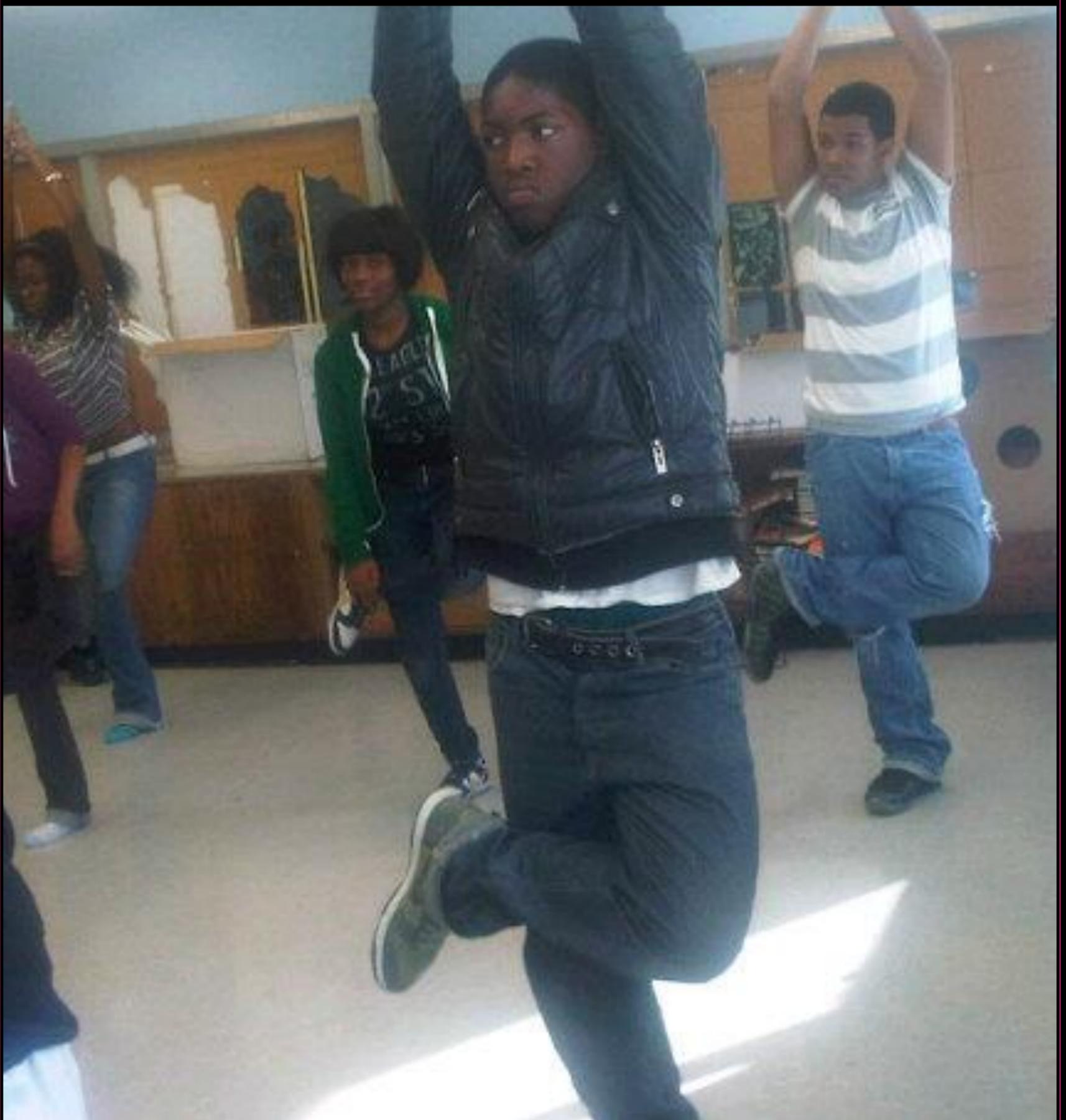


NEW YORK PEACE WEEK

WARRIORS OF LIGHT WORKSHOP LED BY MAS VIDAL

FOR NYC YOUTH AND TEENS IMPACTED BY GUN VIOLENCE

NYC
2012



NEW YORK PEACE WEEK

CONSCIOUS GLOBAL LEADERSHIP INSTITUTE & GUESTS

MINDFULNESS AS A SUPERPOWER WORKSHOP

FOR NYC YOUTH AND TEENS IMPACTED BY GUN VIOLENCE

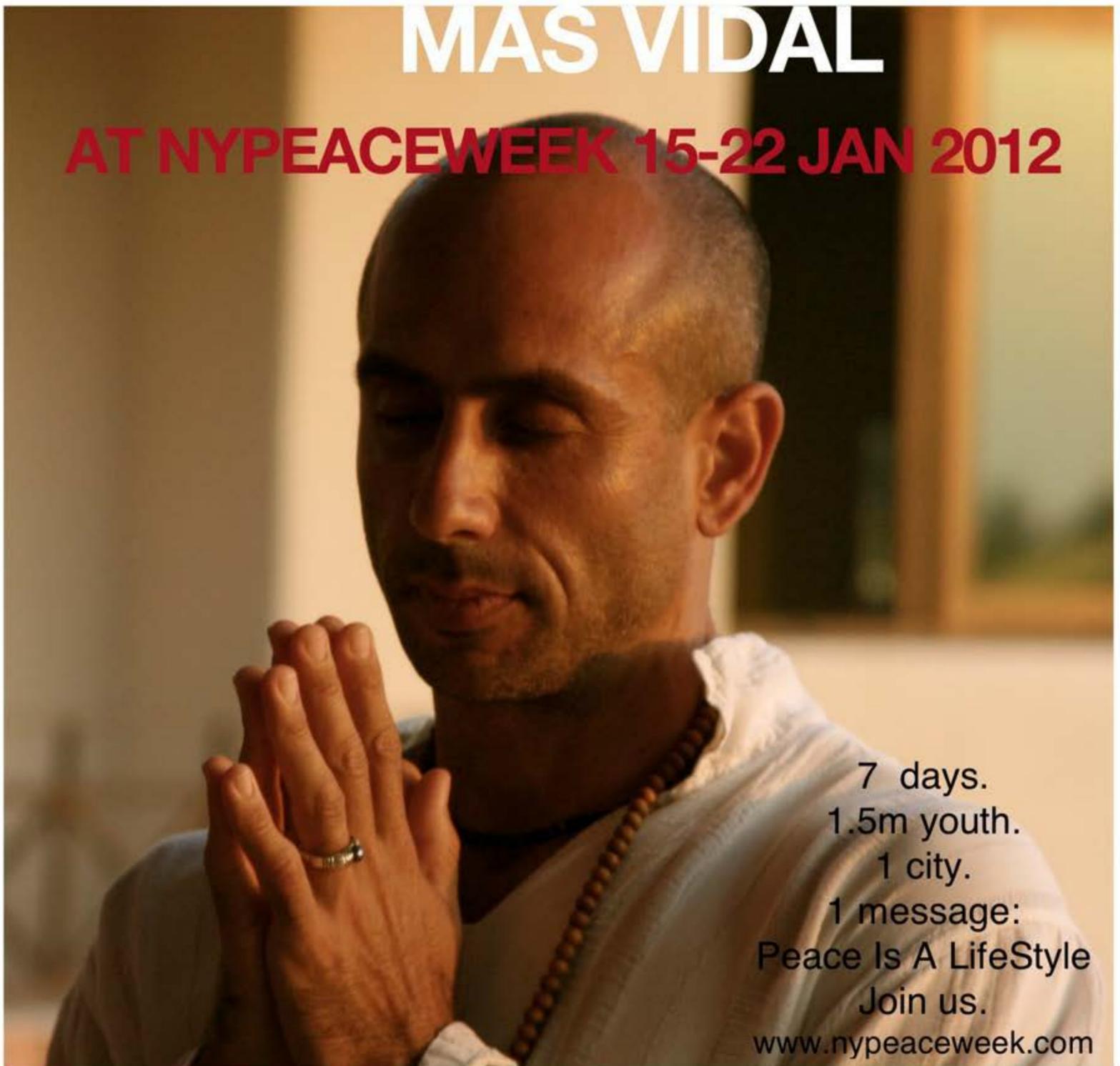
NYC
2012



NEW YORK PEACE WEEK, 2012

MAS VIDAL

AT NYPEACEWEEK 15-22 JAN 2012



7 days.
1.5m youth.
1 city.
1 message:
Peace Is A LifeStyle
Join us.
www.nypeaceweek.com

Tue 17th Jan 2012 9am-12:30, Integral Yoga Institute, 227 West 13th Street • New York, NY 10011 INVITATION ONLY
Healing The Ayurveda Body and the Yoga Mind: Experience a dynamic and integral approach to Raja Vinyasa Yoga infused with the universal energetic principles of Ayurveda. Surrender to a natural flow of energy to create a physical sense of purification and mental state of inner relaxation and awareness. This two-fold approach to practice unites the spiritual yogic mind and the balance of the doshas in the ayurvedic body to bring optimum healing.

Room space kindly donated by Integral Yoga New York and Integral Yoga New York's YogaAtSchool™ program

Thu 19th Jan 2012 1pm – 4pm, Integral Yoga Institute, 227 West 13th Street • New York, NY 10011 INVITATION ONLY
Warriors of Light Workshop for Teen and Youth: A three hour experiential class introducing yoga as both a physical system and a non violent practice, to support NYC youth in cultivate equanimity, balance, judgment, strength and illumination, allowing you to walk as warriors of light whatever your world brings you.

Room space kindly donated by Integral Yoga New York and Integral Yoga New York's YogaAtSchool™ program

Sat 21st Jan 2012 10.30am - 2:30pm, The Standard Hotel, 848 Washington Street, NY 10014 BY
YogaVeda Detox for Peace: Four continuous hours of healing breathwork, detoxifying asana, guided meditation and nurturing bodywork. This special session will introduce Ayurveda, India's 5,000 year old system of medicine. Ayurvedic therapists, using aromatherapy techniques, will apply aromatic oils to various pressure points of the body assisting the mind to go in to a deeper and deeper state of rest, relaxation and release. Ayurvedic teas and herbs will be served, furthering body/mind restoration and rejuvenation. (By donation. Suggested \$250. All proceeds go to www.kifecampinc.com) Limited to 65 places only. Register at: <http://voavedadetox.eventbrite.com>

Integral
Yoga Institute
New York City

The Standard



NEW YORK PEACE WEEK

YOGAVEDA DETOX FOR PEACE

A 4HR HEALING HOT YOGA FLOW LED BY MAS VIDAL

AT THE STANDARD HOTEL, CHELSEA

NYC
2012



NEW YORK PEACE WEEK

THE CHOPRA WELL PRESENTS

URBAN YOGIS YOUTUBE SERIES

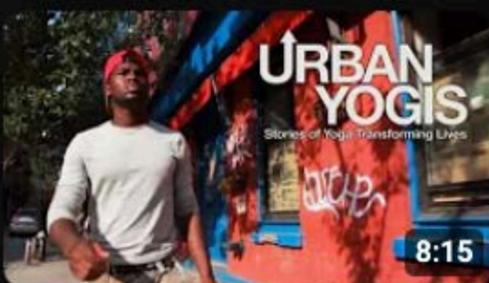
EPISODE 1 FEATURING ERICA FORD

NYC
2012



Yoga Transforming Lives | URBAN YOGIS - Deepak Chopra

The Chopra Well • 201K views • 12 years ago



Juquille's Story - LIFE Camp | URBAN YOGIS Ep 1 - Deepak Chopra

The Chopra Well • 134K views • 12 years ago



NEW YORK PEACE WEEK, 2012

200

NYC YOUTH
TRAINED IN

YOGA

2012 URBAN

YOGI

PROGRAMME

NEW YORK PEACE WEEK, 2012

DEEPAK CHOPRA
RUSSELL SIMMONS

50 CENT

ERICA FORD

MAS VIDAL

DANCING SHIVA, BEVERLY HILLS

DEEPAK HOMEBASE, NYC

INTEGRAL YOGA INSTITUTE NYC

THE STANDARD, CHELSEA

COMBINED

SOCIAL MEDIA

REACH:

7M



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Founder, Access All Areas Film
Creative Director | Executive Producer

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HYPE!

TRIMBOT2020

COMPUTER VISION & THE WORLD'S
FIRST AUTONOMOUS GARDENING ROBOT
2019



ROLE:
DIRECTOR OF PUBLIC ENGAGEMENT

HYPE!

TRIMBOT2020

COMPUTER VISION & THE WORLD'S
FIRST AUTONOMOUS GARDENING ROBOT
2019



HYPE!

TRIMBOT2020

COMPUTER VISION & THE WORLD'S
FIRST AUTONOMOUS GARDENING ROBOT
2019



TRIMBOT 2020

DAILY MAIL, 2019

Daily Mail

Cutting hedge technology



By **Victoria Allen**
Science Correspondent

WHEN the hedges are running wild and the rose bush is becoming a thorn in your side, it's time to leave it to Trimbot.

Scientists have developed a robot that can trim hedges and prune roses while the owner sits back with a, ahem, well-deserved gin and tonic.

The researchers added a robotic arm with secateurs and a rotating blade to the base of a lawnmower. But what really sets Trimbot apart is its computer algorithm.

The technology uses pictures of perfect topiary as a template to trim bushes, while judging the position of rosebuds to prune above them on a stem.

But the device won't be cut-price, with an expected cost of about £1,000 when it goes on sale within five years. After all, it uses hi-tech 3D cameras to avoid trampling over the flowerbeds.

It is slower than the average gardener, as cutting a bush takes five minutes to scan its shape, another five to plan, then about 20 minutes approaching it from different angles with a blade.

But researchers hope to make it faster, while adding a suction tube so it can pick up its cuttings.

Professor Bob Fisher, from the University of Edinburgh, who led

research. Getting the robot to work reliably in a real garden was a major feat of engineering.

'It could help elderly people who enjoy their garden but don't have the mobility to do all the work, or give any gardener a break.' The robot took 45 scientists in eight countries four years to invent.

Trimbot's owner must create a digital map of the garden and send it around a few times to learn the terrain. A click on the map selects a bush to cut, with an emergency stop button in case the robot gets carried away.



'I'm afraid Granny fell asleep near the Trimbot'

TRIMBOT 2020

ITV NEWS (DIGITAL), 2019

itvX

LIVE

FILM

CATEGORIES

NEWS

itvNEWS

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Politics

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World

Climate

Health

Scientists create gardening robot to help out with pruning and trimming

🕒 Friday 25 October 2019 at 12:03am



Scientists have created a green-fingered robot that can prune roses and trim bushes, making light work of gardening chores.

Trimbot uses mapping technology to find its way around the garden and performs horticultural tasks with its advanced cutting tools.

Developers fitted five pairs of cameras and a flexible robotic arm to an automated lawnmower, made by electronics company Bosch.

They created algorithms that enable the robot to compare overgrown bushes with ideal final shapes as it trims, and it can prune roses by pinpointing the exact part of each plant's stem that should be cut.

The team behind the Trimbot project, co-ordinated by University of Edinburgh researchers, said prototypes could be used to maintain communal green spaces, support farmers and help people with mobility issues tend their gardens.

Professor Bob Fisher, from the university's School of Informatics, said: "Getting the robot to work reliably in a real garden was a major feat of engineering.

"The eight partner teams developed new robotics and 3D computer vision technology to enable it to work

TRIMBOT 2020

COUNTRY LIFE, 2019

COUNTRY LIFE

[Home](#) > [Gardens](#)

Is this the future of gardening? New robot makes short work of trimming and pruning



Carla Passino

Published 7 November 2019

A new robot looks set to take the hard toil out of gardening. Created by the [University of Edinburgh](#), together with five other European institutions and white-good company Bosch, with funding from the European Union, Trimbot is cutting edge in every sense of the words — it's a ground-breaking innovation that promises to prune roses and trim overgrown bushes.

TRIMBOT 2020

THE SUN, 2019



Weeding by robot

A ROBOT gardener that prunes roses and trims bushes has been created.

Trimbot uses mapping technology to find plants in need of attention.

It then snips and shapes using its cutting tools.

The robot was created by fitting five pairs of cameras and a flexible robotic arm to an automated Bosch lawnmower.

Professor Bob Fisher, of the University of Edinburgh, said: "Getting it to work reliably was a major feat of engineering."



TRIMBOT 2020

DAILY MIRROR, 2019

DAILY
Mirror

ROBO-CHOP

EDINBURGH University scientists have created a garden robot – Trimbot – that can prune roses using cameras and 3D-mapping.



TRIMBOT 2020

THE DAILY RECORD, 2019



Robot does the garden

SCOTS scientists have invented a gardening robot that trims bushes, prunes roses and cuts the grass.

Trimbot, a modified Bosch automatic mower, uses cameras, cutting tools and a robot arm to find its way around the garden and perform complex tasks.

It can even pinpoint the exact spot on a rose's stem where it should cut. Professor Bob Fisher of Edinburgh University, where it was made, said: "Getting it to work in a real garden was a major feat."



TRIMBOT 2020

METRO, 2019

FREE
METRO

The four-year project was funded by the European Union's Horizon 2020 programme and involved scientists from Bosch and European universities.



Cut above:
Trimbot gets to work pruning the roses, inset

by **STEPHEN DEAL**

SCIENTISTS have created a green-fingered robot that can prune roses and trim bushes - making light work of gardening chores.

Trimbot uses mapping technology to find its way around the garden and performs horticultural tasks with its advanced cutting tools.

Developers fitted five pairs of cameras and a flexible robotic arm to an automated lawnmower, made by electronics company Bosch.

They created algorithms that enable the robot to compare overgrown bushes with ideal final shapes as it trims, and it can prune roses by pinpointing the exact part of each plant's stem that should be cut.

The battery-powered device is pre-programmed with a rough outline of a garden to aid navigation and data captured by the robot's 3D cameras enable it to perform specific tasks.

The team behind the Trimbot project, co-ordinated by Edinburgh University researchers, said prototypes could be

environmental conditions.'

The four-year project was funded by the European Union's Horizon 2020 programme and involved scientists from Bosch and European universities.

TRIMBOT 2020

BBC R4 TODAY PROGRAMME, 2019



PROF. ROBERT FISHER, CONSORTIUM COORDINATOR

FEATURED INTERVIEW

PROF. BOB FISHER

PROJECT LEAD

TRIMBOT 2020

40+

PRESS FEATURES

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BBC NEWS

BBC RADIO

DAILY TELEGRAPH

DAILY MAIL

THE SUN

DAILY MIRROR

THE HERALD

THE SCOTSMAN

COUNTRY LIFE

GARDENS

GLOBAL

AUDIENCE

REACH:

12M



RAQUELE E. SOFER

Founder, Access All Areas Film
Creative Director | Executive Producer

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