



**OCTANE ENTERTAINMENT™**

JON PERKINS

# PRESS PACK

**A NEW ERA...**

## ABOUT THE PROMOTER

### **JON PERKINS:**

JON PERKINS HAS BEEN ENJOYING PARTIES SINCE 1991 AND INVOLVED IN THE MUSIC INDUSTRY SINCE 1995 PRIMARILY IN THE UK. HE HAS AN EXTENSIVE KNOWLEDGE OF VARIOUS INDUSTRIES.. IN PROMOTIONS, SPONSORSHIP, ADVERTISING, SALES AND MARKETING. HE WAS ONE OF THE ORIGINAL PROMOTERS FOR UNIVERSE 1996-2000 (WORKING ALONGSIDE ORIGINAL UNIVERSE PROMOTER PAUL SHUREY - WHO HAS BEEN ORGANISING EVENTS SINCE 1988) AND ORGANISING SOME OF THE WORLD'S BIGGEST MUSIC FESTIVALS FROM TRIBAL GATHERING IN THE UK, TO INTERNATIONAL EVENTS. JON HAS ALSO WORKED IN PR AND PROMOTIONS FOR THINK PR & MANAGEMENT, LONDON, AS WELL AS WORKING IN SPORT'S SPONSORSHIP, SALES AND MARKETING FOR PLATINUM INTELLIGENCE, LONDON. HE NOW RUNS HIS OWN PROJECT NAMED OCTANE ENTERTAINMENT WHICH HAS BEEN IN OPERATION SINCE THE YEAR 2008 AND INCORPORATES ALL EVENTS AND EVENT COMPANIES WHICH JON PERKINS HAS BEEN INVOLVED IN SINCE 1995.

### **THE MEDIA:**

THE FOLLOWING PAGES ARE VARIOUS DETAILS OF EVENTS, PRESS CUTTINGS AND INFORMATION ON THE ADRENALIN MOVEMENT EVENTS AND UNIVERSE EVENTS WHICH IS PRIMARILY JON PERKINS' BACKGROUND.

PAGES 3 & 4 THE ADRENALIN MOVEMENT PRESS & MEDIA

PAGES 5 & 6 UNIVERSE PRESS & MEDIA



## PRESS & MEDIA

### ABOUT THE ADRENALIN MOVEMENT

EARTH, WIND, FIRE, WATER... LOVE, PASSION, DESIRE, EMOTION... TASTE, TOUCH, SMELL THE ADRENALIN... SEE, HEAR, FEEL THE ADRENALIN MOVEMENT.....

THE ADRENALIN MOVEMENT IS A YOUTH CULTURE, MUSIC, GAMES AND ENTERTAINMENT ORGANISATION WHICH FOCUSES ON BRINGING TOGETHER VARIOUS ELEMENTS OF LIFE. KNOWN FOR IT'S EXTREME SPORTS ELEMENT IT HAS ALSO PLAYED A BIG PART IN PRODUCING SOME FINE MUSIC AND BREAK DANCE EVENTS. THE ADRENALIN MOVEMENT IS FOCUSED ON BRINGING TOGETHER THIS 'GLOBAL Youth CULTURE' FOR SKATE, SNOW, SURF, RIDE, DUNE...





## PRESS & MEDIA

### ABOUT UNIVERSE

#### ECLECTIC ELECTRONIC STIMULATION FOR THE COMMUNICATION GENERATION

UNIVERSE IS WIDELY CONSIDERED TO BE ONE OF THE ORIGINAL LEADING YOUTH CULTURE MUSIC AND ENTERTAINMENT MEDIA ORGANISATIONS IN THE WORLD WITH GLOBAL RECOGNITION FROM MANY OF IT'S BRANDS WHICH HAVE PUSHED THE BOUNDARIES OF DANCE MUSIC TO A LEVEL THAT HAS SEEN MANY ACTS FIRST DISCOVERED BY UNIVERSE ACHIEVING HUGE INTERNATIONAL SUCCESS. UNIVERSE WAS LAUNCHED IN 1989 AND IMMEDIATELY GENERATED CRITICAL ACCLAIM FOR FESTIVALS, EVENTS AND CLUBS AND BECAME KNOWN FOR EXPERIMENTING WITH AND BREAKING NEW ACTS. SINCE THEN IT HAS CONTINUALLY WON EVENT OF THE YEAR AT NUMEROUS INDUSTRY AWARD CEREMONIES INCLUDING DISCO MIRROR (1992), LEISURE INTERNATIONAL AWARD (1993), MIXMAG EVENT OF THE YEAR (1992 AND 1993!), THE FACE AWARD (1996) AND THE LIVE MUSIC AWARD (1998).

PRIMARILY KNOWN FOR IT'S LIFESTYLE & MUSIC EVENTS AND FESTIVALS HELD IN THE UK AND OVERSEAS, THE LEADING BRAND IN THE UNIVERSE EVENT PORTFOLIO, THE UNIVERSE TRIBAL GATHERING WAS AT THE FOREFRONT OF THE DANCE MUSIC CULTURE REVOLUTION. UNIVERSE AND TRIBAL GATHERING HAS SO FAR HOSTED OVER 450 GLOBAL DJ'S INCLUDING; CARL COX, PAUL OAKENFOLD, SASHA, JEFF MILLS, LAURENT GARNIER, MASTERS AT WORK, DEEP DISH, ARMAND VAN HELDEN, CJ BOLLAND AND PAUL VAN DYK. UNIVERSE AND TRIBAL GATHERING HAS ALSO HOSTED OVER 150 OF THE WORLD'S FINEST LIVE ACTS INCLUDING; KRAFTWERK, FAITHLESS, CHEMICAL BROTHERS, ORBITAL, LEFTFIELD, UNDERWORLD, RONI SIZE REPRAZENT, THE PRODIGY AND GOLDFIE & THE METALHEADZ.

#### SELECT UNIVERSE EVENT HISTORY

1989	TOXIC	ATT:3,000
1991	TECHNO TENT	ATT:4,000
1992	IN 2 ORBIT	ATT:7,000
1992	UNIVERSE IN THE UNDERWORLD	ATT:8,000
1993	TRIBAL GATHERING	ATT:25,000
1993	BIG LOVE	ATT:20,000
1994	TRIBAL GATHERING, GERMANY	ATT:20,000
1995	ISLAND UNIVERSE	ATT:10,000
1996	TRIBAL GATHERING	ATT:30,000
1996	BIG LOVE	ATT:25,000
1996	MOUNT UNIVERSE	ATT:13,000
1997	TRIBAL GATHERING	ATT:42,000
1998	COLORS OF THE UNIVERSE, SPAIN	ATT:30,000
2000	SORTED TOUR	ATT:40,000



**TRIBAL GATHERING™**  
livel awards dance event of the year '98

**"Heaven on earth,**  
How one Saturday night changed club culture forever"

eclectic electronic stimulation for the communication generation

The Face (Front Cover)

UNIVERSE

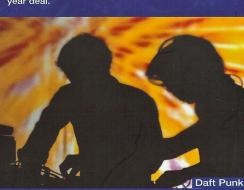
for the communication generation



Carl Cox

Tribal Gathering has the unique position of being the people's festival with its 'music without prejudice' ethos while being respected and praised by the international music industry for the quality and creativity of the production.

- **Disco Mirror Event of the Year 1992**
- **Mixmag Event of the Year 1992 & 1993**
- **Leisure International Award Event of the Year 1993**
- **German Music Awards Best Festival 1994**
- **The Face Award 1996**
- **SAS Music Awards Event of the Year 1996**
- **Live! Awards Event of the Year 1998**



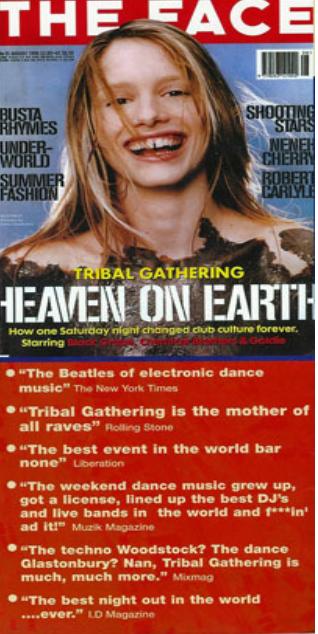
Goldie

April 1999 sees the launch of the pan European 'Universe TV' project with Music Choice Europe on Sky Digital. Music Choice Europe is an international communications venture between the British Sky Broadcasting, Warner Music Group and Sony Software Corporation. The flagship programme will be a weekly 2 hour programme on Saturday evening Friday and Saturday night 7pm-9pm GMT and which will feature some of the biggest acts in the industry in two exclusive back to back one hour mixes.

Universe and Music Choice Europe have signed a five year deal.

Previous Sponsors have included

- Red Bull
- Radio One
- Mixmag
- Elida Fabergé
- Bud Ice
- Sony Playstation
- Diesel
- Numark
- Casio G-Shock
- Muzik Magazine
- Marlboro
- Hype



eclectic electronic stimulation

**THE FACE**

BUSTA RHYMES  
UNDER-WORLD  
SUMMER FASHION

SHOOTING STARS  
NICKEN CHERRY  
ROBERT CARLYLE

**TRIBAL GATHERING**  
**HEAVEN ON EARTH**

How one Saturday night changed club culture forever.  
Starring Goldie, Carl Cox, The Prodigy, Orbital & Danny Grapé.

• "The Beatles of electronic dance music" The New York Times

• "Tribal Gathering is the mother of all raves" Rolling Stone

• "The best event in the world bar none" Liberation

• "The weekend dance music grew up, got a license, lined up the best DJ's and live bands in the world and f\*\*\*in' ad it!" Muzik Magazine

• "The techno Woodstock? The dance Glastonbury? Nan, Tribal Gathering is much, much more." Mixmag

• "The best night out in the world ...ever." LD Magazine



**TRIBAL GATHERING™**



TRIBAL GATHERING '97

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