



FOR RELEASE AT 7:30 PM PACIFIC

PHISH 99 ALBUMS FESTIVAL 8 VIDEO REMIX

(Saturday October 31, 2009) Video remix producers/DJs Eclectic Method are the creators of the secret intro video to the "musical costume" second set of Phish's 2009 Halloween performance in Indio, CA. Taking Phish's brilliant viral "99 Albums" online promotion to the next level, the London born/Brooklyn-based trio sourced content from *all 99 albums*, and remixed them into a single, profound, beat-driven AV collage, screened to the tens of thousands of fans in attendance just before the band took stage to perform their Halloween ritual of covering an iconic album.

SEED CONCEPT

To promote Festival 8, Phish created an online viral campaign to drive buzz and speculation as to what record the band will play as a "musical costume" on Halloween, a Phish tradition dating back 15 years. The campaign consisted of 99 of the most reputed and buzz-worthy potential "costumes," hosted online in an interactive, scrolling landscape of ornately-framed records. From Zeppelin to Zappa, Hendrix to Bowie, one by one, each album gets "axed"---literally---until one final record is left standing. It was known to the fans that THIS is the album that Phish will recreate live on stage Halloween night.

ABOUT ECLECTIC METHOD

What is it about Eclectic Method that inspired Phish, U2, Fatboy Slim and Public Enemy to employ their talents? What inspired Cannes, Sundance, and Toronto Film Festival to have them headline their closing night parties? What impressed Motown and XL Records to hire them for official remixes; Activision and Sony PlayStation to have them develop video games levels, and MTV Europe to have them kick-start the MTV Mash series? Simply put, these behemoths of art and industry are falling into line to work with Eclectic Method because they are pioneers of a *new art* that is reshaping traditional platforms into the next level of immersive, multi-sensory entertainment.

Eclectic Method - featuring London natives Jonny Wilson, Ian Edgar and Geoff Gamlen - helped pioneer the emerging art of audio-visual mixing since first cutting U2's Mysterious Ways music video with the Beastie Boys' Intergalactic as an experiment back in 2002. The trio's audio-visual mash-ups feature television, film, music and video-game footage sliced and diced into blistering, post-modern dance floor events. It's a cyclone of music and images mashed together creating a world where Kill Bill fight scenes and Dave Chappelle's Rick James rants are ingeniously cut and looped over bootleg samples, DVD scratches and pumped-up dance anthems.

For more information, contact Manager Justin Bolognino - justin@eclecticmethod.net

Catch Eclectic Method LIVE every Friday for "Midnight Method" at Brooklyn Bowl in NYC