



# ECLECTIC METHOD

ECLECTICMETHOD.NET

---

## BIOGRAPHY

What is it about Eclectic Method that inspired U2, Fatboy Slim and Public Enemy to employ their talents? That inspired Cannes and Sundance to have them headline their closing night parties? That impressed Motown and XL Records to hire them for official remixes; Sony PlayStation to have them develop video games levels, and MTV Europe to have them kick-start the *MTV Mash* series? Simply put, it's because Eclectic Method is reshaping the platforms to bring us tomorrow's entertainment today.

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 in 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. It's a real-time subversion of technology and media performed live on video turntables for what LA Weekly called a "mesmerizing" sensory overload.

"A head-rush that unites disparate pop culture elements into an insanely infectious, beat-wise roller coaster," raved DJ Magazine, while music-producing legend Brian Eno says, "Earwax problem? Eclectic Method will shake it loose."

Eclectic Method have released two "video mix-tape" DVDs, 2005's *We're Not VJs* and 2008's *Lock Up Your Videos*, but millions have seen their work in other contexts. There's the U2-commissioned *Zoo TV* video remix the rockers used as a concert opener, and a mega-mix for Fatboy Slim's 2006 DVD *Why Make Videos*. XL Recordings celebrated their 10th anniversary by commissioning an Eclectic Method mega-mix and live performance combining everyone from M.I.A. to the White Stripes, while the Bob Marley Family and Motown have both used Method remixes to showcase their rich video catalogs. From the Jammy Awards and Getty Images World Tour to film studios like Palm Pictures, New Line and Lion's Gate, content creators are lining up to invigorate their catalogue with the Eclectic Method stamp.

Eclectic Method also claims one of the freshest live shows in music. The group's performed at such popular events as Glastonbury, The Festival, Winter Music Conference, BBC's One Big Weekend and at several major film festivals. Top companies like Blackberry, Motorola, MTV, Spike TV, Oakley, Adidas, Apple, AOL and Red Bull have all tapped Eclectic Method for content-launch parties.

With such visionary ideas, it should be no surprise the trio boasts a wealth of experiences. When the group formed in 2002, Ian was already a popular scratch DJ and journalist. Geoff, a regular at The Hacienda and a veteran of Manchester's Factory Records scene, had a front row seat to the Soviet Union's collapse working at the British Embassy in Moscow. Jonny, who spent several trying years in post-war Bosnia, worked as a sound engineer and beat-maker for legendary producer Brian Eno (U2, Coldplay) and played in bands with future members of the Libertines and Razorlight. With these types of resumes, Eclectic Method were bound to do something revolutionary... and so they have.

With Europe and Asia already jumping, Eclectic Method is readying the New World for the 2.0 AV revolution. To expand their U.S. efforts, Jonny relocated to NYC and Ian to the City of Angels to give American fans a jolt of the Method live show. With upcoming shows in Mexico, Canada and Brazil and Geoff holding down the fort back home, Eclectic Method have truly become a global brand.

Back before MySpace or Facebook even existed, Eclectic Method came together to push the limits of technology and create a window into the future. More than a half-dozen years later, they now sit at the forefront of audiovisual entertainment with a style and technique that's redefining the way people enjoy music. Needless to say, it's no longer just a Method—it's a movement.