

OPENLAB

TOMORROW'S WORLD...TODAY

Electronica pioneer Robert Miles reboots his pirate radio roots to chart a course to the future.

The 'white isle' of Ibiza is famous for many things: natural beauty, an enduring attraction for artists and musicians, its enthusiastic embrace of hedonism and above all a willingness to experiment, throwing wide the doors of perception and dancing through them. A full quarter century since the residents perfected the electronic dance scene of the '80s and '90s, only now, with USA's recent discovery of 'EDM', has the rest of the world finally caught up.

25 years is a long time and the island and its population have been changing in the meantime, forging a new Ibizan ethos for the 21st Century building on the contemporary inhabitants' everyday experience – polyglot creativity, individual craftsmanship, technological mastery and an innate global consciousness.

The soundtrack, and soon much more, of this new millennial Ibiza has been provided for the last 12 months by **OpenLab**, the brainchild of electronic music pioneer and adopted Ibizan **Robert Miles**.

OpenLab has a passion for **innovative music, visual art, technology, design, architecture, ecology** and more, all wrapped up in a twin agenda:

- 1) To celebrate and realise 'tomorrow's world today'.
- 2) To provide "a creative space for forward thinking people" via a series of online and offline hubs.

Phase one, a 'soft' launch primarily for R&D began in February 2012 with the establishment of an online radio station – **www.openlab.fm** – which now also broadcasts on **89.9 FM across Ibiza and Formentera**.

So quickly did news of **OpenLab** spread however, and solely by word of mouth, that the station now reaches a global audience in the hundreds of thousands. An online community is similarly coalescing around the station's Facebook page, gathering more than 50,000 fans in the last three months.

Exciting times then, but not nearly so exciting as what lies just ahead for **OpenLab** in **Phase 2**.

For **Robert Miles** it's the flowering of an idea some 25 years in the making, one cherished even before those seminal 'Balearic' days of the late '80s and early '90s house scene.

Though few people know it, before he rocketed to fame with his global hit '**Children**' and its accompanying album '**Dreamland**' (selling **14 million copies** and accidentally turning the mainstream onto chill-out in the process) Robert's first job in music was in radio, as the DJ and proprietor of one of Italy's most musically experimental **pirate radio** stations.

"We used to broadcast via a car stereo connected to a battery" he recalls "with the music on cassette tapes that we had to change by hand every 2 hours. Right around the clock!"

"We even built an FM transmitter and antenna system that covered the entire town. It was like an ancient version

of Facebook as all our friends would listen and talk about the music next morning on the bus to college.”

In the decades since, Robert has not only achieved international success as a recording artist but crisscrossed the globe as a working live DJ, honing the interaction of music, technology and community up close and personal, night after night on dance floors and at music festivals on every continent. It was in the course of these travels that the idea of **OpenLab** was born.

“Everywhere I’ve been across the years, in almost every single corner and country of the planet, I’ve met people who share the same kind of outlook – forward thinking, creative, open to new ideas. And I’ve often thought how great it would be if there was one place where all of those people could gather, chasing the future and sharing their ideas and inspirations.”

Back in Ibiza, Robert took further inspiration from the international community around him.

“For generations Ibiza has been a magnet for free thinkers, creative people of every kind who’ve made the island their home. It has a unique spirit that’s brought together many different kinds of people – artists, sculptors, musicians, filmmakers, promoters, designers and now technologists.”

“Putting these experiences together I realized what I had to do with **OpenLab** – make that creative ethos available to the community online and provide a physical hub for it in multi-media centres in the real world.”

It’s a bold vision but over the last 12 months Robert and his team have been hard at work making it a reality, as he explains:

“We broadcast worldwide via **www.openlab.fm** and on **89.9FM in Ibiza and Formentera**. I’m also planning frequencies in **London** and **Berlin** quite soon.

“We only play top quality alternative music and our aim is to bring to the island (and now to the world thanks to the internet) a fresh approach to the way music and sound design can be combined to create a more sophisticated listening experience.

Featuring artists such as **Radiohead, Matthew Dear, Fink, Apparat, Flying Lotus, Jon Hopkins, Gold Panda, Luke Abbot, Nathan Fake, Falty DL, Bonobo, Alva Noto, Brian Eno**

championing labels including **Ghostly International, Ninja Tune, Warp, Sub Pop, Mute, OWSLA, Domino, Soma, FatCat, Lefse, 4AD, ECM, Opal Tapes**.

“It’s a station for people that like new, alternative music and also appreciate art, culture, design, ecology and innovation.”

“I want it to be the best sounding station on the island by this summer so we’ve invested in the best equipment available on the market in order to achieve that.”

With the overwhelmingly positive response to the station’s launch as the best possible foundation, **Spring and Summer 2013** sees the launch of **OpenLab Version 2**, greatly expanding both the range and reach of **OpenLab’s** online and offline activities.

Highlights to look forward to include:

OpenLab goes mobile in Spring 2013. The **OpenLab iOS app** is finished and just waiting for approval from Apple. We expect it in the App store any day now. This free app allows the user to stream the station to their iPhone or iPad, access the station's playlist and schedule, and integrates social sharing via Facebook, Twitter and Google+.

The twin themes of community and interactivity are taken to another level in **Summer 2013**, with the launch of **OpenLab Version 2, a major expansion on both website and mobile.**

The **OpenLab** community will be formalised with a feature set of individual profiles, community forums, newsletters and playlist requests. Interactive elements will include comprehensive on-demand streaming, allowing users to replay any segment aired in the previous 7 days.

Once in place this mechanism will be used to enable **OpenLab's first crowdsourced competition** a callout **to create Openlab's Station IDs**. In time this will lead to a series of major collaborations with art schools and galleries round the globe and ultimately to the design of the first 'real-world' OpenLab centre in Ibiza - a combined concert venue, radio station, workshop space, gallery and retreat in the unspoiled Northern part of the island. At the same time, plans are underway to begin broadcasting OpenLab on radio frequencies in London and Berlin.

To celebrate the launch of this **Openlab** version 2 and the success of the last 12 months, **OpenLab** will be having three **launch parties this year** in **Ibiza, London and Berlin.**

The former, in **OpenLab's** spiritual home promises to be extra special, taking place on the beach and featuring a mixture of DJs and live acts taken directly from the playlist.

OpenLab... through 2013 and beyond. Tomorrow's world... today.

- ENDS -

Notes For Editors:

OPENLAB RADIO

ONLINE: www.openlab.fm

FM: 89.9 FM in Ibiza and Formentera.

OTHER STREAMING PLATFORMS:

iTunes: 'Radio' > 'Electronica' > 'OpenLab'

TuneIn: <http://tunein.com/radio/OpenLab-s178887>

ONLINE COMMUNITY

Facebook: www.facebook.com/OpenLabRadio

Twitter: @openlabradio

Google+: <http://bit.ly/YY36Dn>

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