

EST. 1994



25  
YEARS

LOVE TO BE...A PART OF THE HISTORY TOUR

**ADEPT**

EVENTS | ARTIST MANAGEMENT | CONSULTANCY





**Love to be...** was established in 1994 at the Music Factory in Sheffield and is known for being one of the original Super Club brands which contributed to shaping modern day dance music culture. Love to be... quickly established itself as a leading brand within club land by winning Mixmag club night of the year in 1996 in which year their first Love to be... Album was released. Love to be... has invited the world's top DJs to grace their decks including Pete Tong, Roger Sanchez, Eric Morillo and has made stars of their resident DJs. Love to be... pioneered the concept of glam clubbing to a stylish house soundtrack and has gone on to stand the test of time continuously moving with trends and culture for 3 decades and is now one of Europe's longest running events.

**Over the years** Love to be... has spread its gospel via tours up and down the UK from the Ministry in London to Mint club in Leeds and Sankeys in Manchester,

and has held overseas events in Ibiza (at Pacha, El Devino, Eden and Es Paradis), New York, Dallas, Sydney, Singapore, Dubai and Amsterdam to name a few. In recent summers Love to be... has returned to Ibiza for a series of parties in San Antonio with Pukka up boat parties and at the legendary Space with Carl Cox.

The official Love to be... History of house Sheffield event in 2016 at Magna pulled in a staggering 5000 people and the past 2 years has seen the team hold sell out events around the U.K

**Love to be... Sheffield's finest... The next Northern superclub... The story so far... Read on...**

The 1994 closure of the Palais night club left the Sheffield clubbing party faithful with little to smile about. I mean Sheffield's pretty grim anyway, but with no bloody clubs to go to it was time to pack your suitcase and head for the hills. Well at least that's what Marc Black, Tony Gedge and Tony Walker thought. The Leeds based Music Factory (then home to Up Yer Ronson and Back 2 Basics) bought the venue, refurbished it and handed the newly cut keys over to the aforementioned trio. That was the beginning of Love to be...

The opening night on May 14th was a roadblock. Outside, queues stretched in two directions right round the club. Inside, queues stretched in two directions right round the toilets. From here the club's reputation grew & grew. Clubbers from all over the country flocked to the new sensation. Months later they continued to flock even though it wasn't new anymore. Within a year Love to be... was a national clubbing institution and by 1996 was, according to Mixmag, 'on a par with the likes of Cream'.

Not wanting to deprive the rest of the country of the Love to be... good time vibe, the crew decided to don their driving gloves and hit the road. Their Grolsch backed 22 date club tour took them from Edinburgh to Bournemouth to Greece to Ibiza and then back home again. Those Love to be...ers have such a hard life.

With no more club orientated avenues left to explore Tony and Marc decided the time was right for a record label. The imaginatively named Love to be... Labelled was launched in November 1995. Enlisting big names like Tony Humphries, Tom Wainwright and DJ Disciple the label got off to a flying start. Tracks such as 'Crazy' and 'Spin That Wheel' (featured on CD 2 by Tony Walker) provided a perfect soundtrack for the club. 1996 saw Tony Gedge leave Love to be... to concentrate on the label, leaving Marc with total control of the club.

The hugely successful second birthday on May 11th '96 showed that the Love to be... punters were still mad for it, and it was then that Marc decided to give his loyal crowd something back




IN ASSOCIATION WITH eCloud

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# HISTORY

A JOURNEY THROUGH HOUSE

**TODD TERRY** (X-MIX PRODUCTIONS NYC)

**FARLEY 'JACKMASTER' FUNK** (THE KING GODFATHER OF HOUSE)

**Love to be...** **GRAEME PARK** **rise**

**JULIE MCKNIGHT** LIVE PA (FINALLY • YELLOW BRICK ROAD • DIAMOND LIFE)

**DOORLY.** **SONNY FODERA** **flashmob**

**knee deep** **TRIMTONE** **DEAF BEFORE /// DISHONOR**

**K-KLASS** LIVE PA (FULL LIVE BAND)

**ALLISTER WHITEHEAD • ROB TISSERA • JO MILLS**

**ROZALLA** LIVE PA PLUS MANY MORE

**SATURDAY 7TH MARCH 2015**

**MAGNA SHEFFIELD ROAD, ROTHERHAM, S60 1DX**

[www.historyparties.com](http://www.historyparties.com)

acorn Horticulture WhiteWater COLWELL SKIDOLE.COM





## Tours and themes

Love to be... nights are lavish events where the emphasis is on quality underground house music. All star line-ups including Masters at Work, Sasha, John Digweed, Graeme Park, Todd Terry, Brandon Bloc, Tony Walker, Paul Taylor, Marc Dennis, K Klass, Jason Herd, Marshall Jefferson and many more have frequently graced the decks at love to be... parties.

Love to be... theme many of the tours to suit the venue. In London recently, at The Embassy Club, they held a "Love to be... red carpet" party.

At these events they invite celebs to come and party, sometimes letting them loose behind the decks in the case of Take That's Howard Donald, Culture Club's Boy George and boxer Nigel Benn to name a few.

**Love to be...** has invited some of the best PAs and musicians to perform at events including Ce Ce Rogers, Shovell, Angie Brown, Chrissy Ward, One Foot in the Groove, Alexis Hall, Alison Limerick and many more. Our 25<sup>th</sup> Anniversary will take the crowds on a journey through house, from the Mid 90s when the outdoor raves went indoors and the term super club was born, right through to present day with an unrivalled selection of the tunes championed over the last 25 years.

Not many brands get the opportunity to celebrate 25 years so be part of History and bring Love to be... to your venue.

**Love to be... progress Ibiza '96**

Every Monday @ EsParadis Terrenal  
From July 8th » To September 9th  
Advance tickets & More Info on: 0113 242 7845

Logos: jazznetwork, Love to be... (heart logo), Groove FM

**Love to be... intobloom for may 96**

**4.05 The Ibiza Send Off**  
Brandon Block (Space) / Alex P (Space) / DJ Parits (Annexia) / Miss Bisto (Es Paradis)  
Jason Bye (Cafe Mambou) / Gordon Kaye / Tony Walker / Paul Ingall

**11.05 The 2nd Birthday**  
Boy George / Danny Rampling / Allister Whitehead / Dave Scamen  
Tom Wainwright / Buddy / Surprise Pal / Everton & Umberto / Jack 'n' Daniels  
9.00 - 6.00am / Tickets £20 available from all usual outlets, £15 members tickets from L2b H.Q.

**18.05 The MovieMento Tour (London)**  
Robert Owens / Buddy / Rob Roar  
Karl Young / Tony Walker / Paul Ingall

**25.05 L2B & Hot to trot present... The Cream Tour**  
DJ Pierre / Jeremy Healy / Phil Morley / Matthew Roberts  
Pete & Russell / Tony Walker / Paul Ingall  
Plus more guests this / 10.00 - 6.00am

with Residents: Tony Walker, Scott Harris, Greg Robinson, Jon Allen, Martin Leverton, Simon Dunmore & Paul Ingall  
Doors: 9.00-4.00am / £10 Guests, £8 Members / Dress: Very Lush!

Couches leaving: Leeds/Manchester/Liverpool/Leicester/Nottingham/Derby/Bradford/Birmingham.  
Couches & Membership Info: 0113 242 7845 / Head Office: 64 Call Lane, Leeds, LS1 4AF.  
@the-musicfactory, 33 London Rd, Sheffield, S12 4LB.  
24hr Info Line: 0839 337766 (Calls charged at 35p/min cheap rate, 45p/min at all other times)  
Information supplied by: Frontier Media Limited, Woodbridge, IP13 8JW

Love to be... proudly present their own weekly Saturday radio show with residents Tony Walker & Mike Morrison plus special guests. From 6-9pm till 11th May on **GROOVE FM 107.2**

Logos: Love to be..., WAKEUP!, Groove FM

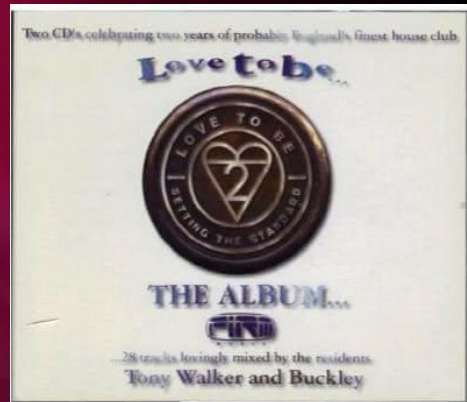
**LOVE TO BE... 25**  
SETTING THE STANDARD

**Paradiso presents**

**NORTHERN EXPOSURE**  
at the>music:factory, Sheffield

**Sasha & John Digweed**  
Mother & P.A. by Shiva  
Friday 25th October  
£15 Advance Tickets (see flyers for outlets)





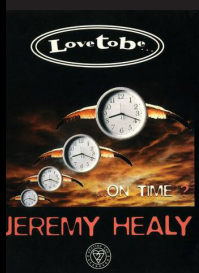


# LOVE TO BE...OVER THE YEARS

**1994.** Love to be was established at the Music Factory in Sheffield. Opening party with Juliet Roberts and Alfredo



**1995** Es Paradise Ibiza/Mixmag Club of the Year



**1997** Launched Kiss FM  
Love to be....Kissed

**1999-2000** Touring Brand (UK and Europe) Including Ministry of Sound, Pacha, Singapore, Sydney

**2003-2006** Plug (Sheffield)



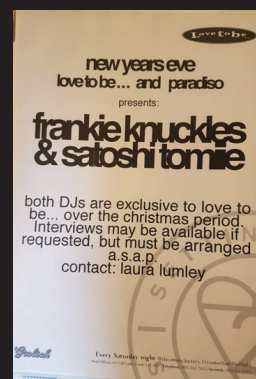
**2009** Love to be....Heard (New record label launch)

**2011 - present day**  
UK and European tours including Space (Ibiza), London, Scotland, Austria, Marbella, Manchester, Sheffield, Hull, Newcastle, Amsterdam

**2019** 25th Anniversary Tour

**1994-1997**

Weekly at the Music Factory with DJs Sasha, Todd Terry, Jeremy Healy, Graeme Park, Frankie Knuckles, DJ Pierre, Boy George, Simon Dunmore, Alison Limerick, DJ Disciple and Satoshi Tomiie



**1996**

Love to be embarked on its first full Ibiza season  
Love to be....Labelled (Record Label launched)  
Love to be ....The Album

**1998-1999**

Weekly event @ Holy City Zoo (Manchester)



**2000-2003**

Mint Club (Leeds)

**2007** Venus (Manchester)

**2009-2011**

The Space (Leeds)



**2016**

Magna, (Sheffield) History of House with Farley Jackmaster Funk, Todd Terry, Graeme Park, Julie McKnight

## LOVE TO BE...CONTINUED

For more information and availability contact:  
Email [karen@adept.live](mailto:karen@adept.live) | Telephone: 0044 7530 664361 | [www.adept.live](http://www.adept.live)