



LETSGO CRAZY!



Press Pack July 2010

THE INDEPENDENT



Talent 2010: The entrepreneur, Callum Negus-Fancey

Callum Negus-Fancey dropped out of school in the middle of his A-Levels. Formal education, he explains, was just a little two-dimensional. Rather than continuing his studies in economics, philosophy and politics, the headstrong 17-year-old decided to pursue his burgeoning career as an underage party promoter, putting on late-night music events for 14-16 year olds.

“I’d put on a few parties while at school,” Callum explains, “and soon realised there was a demand for proper dance music nights for teenagers with big artist line-ups in big venues, with an emphasis on good music.” To this effect, Callum launched his own company Let’s Go Crazy, with an all-star event on July 2008, at London’s infamous SE1 club.

Callum had no marketing budget for his party. Instead, having convinced some big name DJs to play at his event, the teenager set about promoting the club-night through social networking sites such as Facebook, and by word-

of-mouth, enlisting students at a number of schools in the capital to sell tickets on commission basis. Within a week, all 3,000 tickets had been shifted.

Since then, Callum has put on around 15 events at clubs and festivals around the country. He has continued to expand the Let’s Go Crazy brand with an online magazine, a discount loyalty card for night-club regulars, plans for a one-off fashion event, after GCSE travel packages, and secured gigs at Bestival, Camp Bestival next summer, and its own festival in Hyde Park, for 10,000 guests. In October, EMI released a Let’s Go Crazy compilation CD.

Today, at the grand old age of 19, Callum has a personal assistant, a small entourage of staff, and five telephones, to help him manage his ever-expanding business. “Succeeding in business is all about responding to what the market wants,” Callum concludes. “The key is listening to the feedback from our audience and offering a product that that they really want.”

By Charlotte Philby

THE SUNDAY TIMES

The new nightclubs for teens

No booze, no drugs and absolutely no parents.

Meet the 18-year-old entrepreneur behind a teen clubbing revolution

“Callum? He’s a cocky little so-and-so,” says the fortysomething dude with dreadlocks as he unfurls a giant banner inside Matter, London’s newest superclub. Seeing as Callum Negus-Fancey, the 18-year-old brains behind one of the most exciting brands for British teenagers, is already more than an hour late for our interview, I’m inclined to agree. As I sit twiddling my thumbs in a cold, empty nightclub in Greenwich, I’m not sure I’m going to like him.

Matter is the venue for the latest instalment of Let’s Go Crazy, the 16-plus club night that Negus-Fancey has been running for the past two years, and preparations for tonight are under way. Two of Negus-Fancey’s minions, a pair of model-pretty boys with sloane-meets-south-London accents and clothes off the Burberry catwalk, consult their smartphones and reassure me that their leader is only 10 minutes away now. Dreadlocks chuckles: “That’s our Callum.”

Tonight is a sellout. With the help of a dedicated team of in-school “promoters”, the teenage mogul has presold 2,400 tickets priced £20-£30 each. Quite a door-take – though Negus-Fancey later insists that most of the money is being ploughed back into the brand. Tonight’s 15 acts (from the grime superstar Tinchy Stryder to the Bestival founder and DJ Rob da Bank), the extravagant decor and the buckets of freebies (including specially branded Let’s Go Crazy condoms), not to mention the state-of-the-art venue, appear to be testament to that.

Finally, trailing his PA and party outfits and dripping apologies, Negus-Fancey arrives. All floppy hair, floppy

jeans and razor-sharp patter, the “little so-and-so” perspires charisma. The son of a music-industry lawyer and a talent agent, Negus-Fancey dropped in and out of various expensive schools before giving up on his studies to concentrate full time on building the Let’s Go Crazy brand. “School was a bit of a joke,” says the former pro gamer. “I felt they failed me, but then I’m not convinced you can study business anyway.”

Nobody will tell me how much Negus-Fancey is worth, but it’s not really about money. It’s about his access to today’s youth market – his database runs to 40,000 mobile numbers and hundreds of thousands of e-mail addresses. He has the wants and needs of a generation sewn up – invaluable to brands and marketers alike.

Cutting his teeth aged just 15 by promoting comedy nights and live bands at venues such as Café de Paris, Negus-Fancey soon spotted a gap in the market for “a club for kids that treats them like adults”. “For example, a 16-year-old does not need to be met by his parents at the end of the night,” he says, referencing his main competitor, Capital VIP, the “public school” teenage party. “The minute it becomes patronising, it’s wasted, it’s gone. Teenagers today aren’t like they were 20 years ago. They’re young adults. At least here they’re partying with their peers. When my 16-year-old friends go clubbing anywhere else, they could be mixing with 27-year-olds. For girls particularly, that can lead to some awkward situations.”

So what does the lifestyle of a teen tycoon look like? Negus-Fancey lives with his parents, with whom he also shares his PA, Charlotte. His working day starts around 10-11am (“the club world doesn’t wake up until midday”), and is interspersed with meetings and the constant ring of his BlackBerry. He describes his social life as “erratic”: “I go out every night, but always to different places.” He says he would rather spend his money on food than on booze. “I love restaurants. My

 THE SUNDAY TIMES

favourites are Zuma, Beach Blanket Babylon and Nobu. I like bars, too, but I don't drink to get drunk. That doesn't interest me, it never has."

All the Let's Go Crazy events are alcohol-free, except for a small, strictly policed "wet" area for over-18s. Negus-Fancey says he hates seeing young kids getting into harder drugs – a situation he thinks is getting worse, with some as young as 13 dabbling with cocaine. "And lots of venues have their own dealers operating, so it's something you have to really watch."

Precisely what is fuelling the all-pervading atmosphere of anarchy that descends on Matter later that evening is unclear – but it smells like a heady mixture of hormones and Red Bull. Dressed up to the nines, the Let's Go Crazy crowd bounce about, hands in the air, as soon as they hit the dancefloor (it's not even 9pm and the club won't close until 5am). They swirl in groups from room to room, boinging from a live set by the underground band the Foreign Beggars to the drum'n'bass mentalness of Room 2.

For all their confident kidultness, however, there is a definite air of the playground about the party – and Let's Go Crazy appears to attract teens from all social groups. Hailing from a privileged background himself, Negus-Fancey's personal connections mean that the throng does include "three of the richest girls in London", including one oligarch's party-loving teenage daughter. She must be the one in the VIP area, dancing in the YSL Tribute platforms (and reportedly the one offering "any money" – with zero success – for some alcohol to be smuggled into the venue for her posse).

The future for Let's Go Crazy lies beyond the velvet ropes of the nightclub world, however. Talking like a mini Richard Branson, Negus-Fancey outlines his plans for the long term. Totally unfazed by the economic downturn

("When did you hear about pocket money being reduced because of a recession?"), he is planning numerous ways to use his contacts. There's talk of a festival this summer and even a kind of Soho House for teenagers.

Speaking of which, once the madness of tonight is over, Negus-Fancey plans to head to Babington House for a few nights' R&R with his girlfriend, a beautiful leggy blonde. It seems the mogul always gets the girl. "Oh yeah, the girlfriend is a definite priority," he says, smiling. "My relationship is where I get away from it all." Only 18 and already he needs to get away from it all. What's next for the teenpreneur – a midlife crisis at 25?

By Ruby Warrington



D R I N K I N G

Callum Negus-Fancey is just 18 years old, has 40,000 numbers in his contacts book and the teen-party market sewn up. Emma Warren talks to the ambitious promoter about contraception, God and his plans for Monte Carlo

Featuring: Facebook. GCSEs. Glowsticks. Grime.

Dead people are slumped all around the Matter nightclub, hanging off the stage and lying on stairwells, and 18-year-old promoter Callum Negus-Fancey is with a friend, looking pleased with his work. They're not real corpses of course, but acting student who were yesterday hired to act dead at the Halloween edition of Negus-Fancey's Let's Go Crazy events. His friend, sporting a glowstick necklace, looks disturbed. "Whose idea was that?" he says, pointing at the blood-smeared girls sat motionless and black-eyed in the corner. Need we ask? It has Negus-Fancey's stamp all over it. The friend shakes his head. "That's just weird."

It's precisely the kind of twist Negus-Fancey likes to bring to the 16+ parties he's been running in London, where some of the capital's wealthiest teenagers party alongside young drum'n'bass heads and GCSE party girls. Attendees are in maximum glowstick hyperdrive, there are cannons firing popcorn into the air and there's a regular element of foam-fuelled fun called Let's Get Messy.

The trappings may be kiddish but the line-ups aren't. Negus-Fancey hand-picks a heavyweight mix of DJs and PAs (Crystal Fighters, T2, Rob da Bank and Kissy Sell Out at the last one), covering electro, indie, drum'n'bass and commercial grime. Tonight, dubstep DJ N-Type is playing Rusko and Coki in the second room at the same as Underworld's '90s anthem 'Born Slippy' hits ➡➡





Party people at Let's
Go Crazy events at
London's seOne club



the main room, all of which is connected by lines of hand-holding teens flowing up and down the stairs past bouncers who stand in the middle of the throng like uncomfortable grown folk in a river of liberated, fun-seeking children.

Marina, Phoebe and Candice, all 16, are taking a breather in the toilets. "The atmosphere and the music are really good," says Marina. "If you're in the crowd and you bump into someone, there's no fighting and no bad vibes." Candice agrees: "It's good because you don't need fake ID. It's a real hassle and stress getting into places normally." Two girls burst in through the doors and start screaming — but these, it turns out, are birthday screams. "There is one downside," says Phoebe, rolling her eyes in the direction of the trio who intersperse high-pitched yelps with puppy-ish group hugs.

Two weeks earlier and Callum Negus-Fancey is sitting in a window seat at Roast, looking out over the detritus of the day's trading at Borough Market. He's sipping apple and rhubarb juice. "Sixteen-year-olds want to go to something commercial but they want to feel like it's underground, so we're commercial but we educate with very underground music. I'd argue that we match any line-up in London." He's definite that his events are not "under-eighteen" or, worse, "underage". "You have to respect the fact that today's children aren't like they were 20 years ago," he asserts. "They are young adults and if you try and treat them like children they just won't be interested."

Negus-Fancey's Facebook promotion has been key. The Let's Go Crazy group has more than 50,000 members. The last gig sold out in just three days through a network of promoters who sell in cash to friends and friends of friends. Negus-Fancey's mobile phone holds more than 40,000 numbers. "We can contact more than half a million people on Facebook in ten minutes. Around 9,000 want to come to each event. At the door, they don't ask for someone from Let's Go Crazy, they ask for me."

The brand is exclusive but inclusive, he says, as he tells a story about taking a group of rich girls from London into the drum'n'bass room at seOne and how everyone, from both sides of the class and wealth divide, put their prejudices aside for a few hours of booming basslines and super speedy breakdowns. You can't help but feel it's the wealthy getting to meet a handful of comprehensive kids



than anything more revolutionary, but as he says, it's pretty radical in a world where the two groups rarely meet, let alone rave together.

Callum Negus-Fancey was born into an Irish family whose surname means "king of kings", thanks to distant Ethiopian roots ("my dad's like an eighth African"). He was a junior chess champion and attended five different schools, including The Harroddian and Kensington's Collingham. He moved around when he found his education boring. "Aspiration and confidence are knocked out of people at school."

At 15 he built his first brand, Petronia, dragging people to Café De Paris at 7pm for comedy and fashion shows before launching Let's Go Crazy. He's something of a polymath, interested in music (recent gigs attended: Nickleback, The Banana Splits, Crystal Fighters), business (he rates Branson, "aspirational brands such as Diesel"), education and philosophy. "I liked Sartre and I

Lines of hand-holding teens flow up and down the stairs past bouncers who stand in the middle of the throng like uncomfortable grown folk in a river of liberated, fun-seeking children.

love Dawkins. I like to know more about religion, so I can trust why I don't like it."

The business is primed to expand. "We're looking to do a festival in London. I want to cover the whole spectrum of entertainment, leisure and media for this market." He mentions holiday camps abroad, building innovative inner-city private schools where access is based on aspiration not money or exams and "getting into" school discos. Let's Go Crazy also organise birthday parties and while Negus-Fancey won't name names (oligarch offspring are rumoured) he will discuss budgets, which range from £10,000 to £300,000. "Next year I'm doing a party in Monte Carlo. We've got 35,000ft of space and we're creating a fantasy world [for the client]. There will be dodgems, ice-skating, all themed in complete fantasy."

You'd expect someone like Callum Negus-Fancey to be intelligent and motivated; he's also well-read and articulate. But there's something about him that's unexpected. Perhaps it's the full-throttle discussion about kids starting to have sex at 13 and the subsequent rise in cervical cancer ("it's scary the amount of people taking the morning-after pill as a form of contraception"). Or how teenagers today are a new breed and people need to be advised how to bring them up. Or the loneliness and depression he perceives among the country's most privileged young people. "Size zero is coming back, people are talking openly about bulimia and anorexia, particularly in boarding schools. A 15-year-old friend of mine is so self-conscious she won't put photos up on Facebook. She's now going on watercress diets. She's so self-conscious and yet so popular. That wasn't there before." You get the sense that he doesn't just know his market, he is his market.

Drinks are drained, the conversation tied up. "I got told from a young age that I was different," he says. "I'm creative, I've got new ideas, I'm interested in how people work together. It didn't help me at school but now I've got freedom it does help me. Basically, I'm happy I found what I'm doing now — rather than in five years' time." ●

W—Emma Warren P—Paul Zadeh/vision7media.com



Live, Faithless Sound System, Pendulum DJs, special guests 2manydjs Andy C, Annie Mac, Akala, Scratch Perverts, Jack Beats and more. This is the largest ever 16+ dance event in the capital.

Let's Go Crazy - the compilation - is released on EMI/New State on 5th October

Let's go Crazy Announce 2ManyDJs, Chase & Status...

LET'S GO CRAZY
MONDAY 26TH OCTOBER
O2 BRIXTON ACADEMY

CHASE & STATUS LIVE
FAITHLESS SOUND SYSTEM
PENDULUM DJs
SPECIAL GUESTS: 2MANYDJS
ANDY C
ANNIE MAC
MIIKE SNOW - LIVE
AKALA
SCRATCH PERVERTS
JACK BEATS + MANY MORE

Let's Go Crazy are the parties that bring top-flight electro, indie, drum 'n' bass and dubstep line-ups to a mass of musically-astute teens all across the South of England (16 - 18 year olds to be precise). The events have repeatedly sold-out London's biggest licensed venues (Matter, Fabric, SE1), and the 19 year old promoter behind them now holds 400,000 phone numbers and can reach half a million kids on Facebook.

The line-ups feature the very best cutting edge artists and DJs, with Chase & Status, Pendulum, Annie Mac, Tynchy Stryder, Rob da Bank, Andy C, Rusko, all clamouring to play the events. The brainchild of Callum Negus Fancey, Let's Go Crazy is arguably the biggest youth and club culture phenomenon to come out of the UK since the early 1990's, and attracts a mixed crowd of cool fashion kids, suburban teens, ravers, an oligarch's offspring or two, and the children of London's music elite (LGC is where Pete Tong's kids go to party).

The next London event is their biggest to date at O2 Brixton Academy on 26th October, and features Chase & Status

LET'S GO CRAZY
O2 BRIXTON ACADEMY
MONDAY 26TH OCTOBER

O2 BRIXTON ACADEMY
211 STOCKWELL ROAD
LONDON, SW9 9SL
TEL: 020 7771 3000
8:30PM - 4AM
TICKETS: £25 / £30 / £35

Room 1

Chase & Status - Live
Faithless Sound System (Maxi Jazz and Sister Bliss)
Pendulum DJs with Mc Verse
Special Guests 2manydjs
Andy C & MC GQ
Annie Mac
Miike Snow - Live

Room 2

Akala
Brookes Brothers with MC Eksman
Dirty Phonics
Jack Beats
Scratch Perverts
Uncz
(Ruffstuff, Skibadee, Fun, Shotta)

Room 3

Agro
Bar 9
Crissy Criss
Ital tek
Joker
Nero
Sukh Night b2b Scandalous Ultd
V.I.P
Vernon Kay
Daisy Heartbreaker
Let's Go Crazy Residents:
James Harwood & Twiggy



2manydjs to be special guests at Let's Go Crazy's next club night

Band join the line-up for 16-18s night at Brixton

2manydjs will be the special guests at Let's Go Crazy's next London club night.

The duo will join the likes of **Miike Snow** and **Pendulum** DJs at the 16 to 18-year-old night at the **O2 Academy Brixton** on October 26.

Let's Go Crazy who run regular nights, is the brainchild of 19-year-old promoter **Callum Negus-Fancey**.

"Let's Go Crazy is an underage music event sold completely through social networks and word of mouth," he told **NME.COM**.

"We never want our audience to feel they are being treated as kids, so while there is no alcohol on sale we have late opening hours and book line-ups that put most over-18 events to shame. We always work really hard to get acts that keep all our punters happy but are especially pleased to have **2manydjs**, **Miike Snow** and **Annie Mac** playing at this event."

To check the availability of [Let's Go Crazy tickets](#) and get all the latest listings, go to NME.COM/TICKETS now, or call **0871 230 1094**.

UPDATE



THE PROMOTER Callum Negus-Fancey

The 19 Year Old Promoter Setting The Teen Market Alight With his 'Let's Go Crazy' club night - just stupendous...

Hi Callum. Firstly, congratulations on an amazing brand. How old were you when you started cramming thousands of people into clubs?

"Thank you Dan. I started promoting when I was just 16."

Where was your first club night you ran in London?

"I actually ran band nights, there was sometimes a bit of stand up comedy at our events. I ran my first 16+ event at SEone on July 4th of last year."

Was it a problem to begin booking venues such as Matter and O2 with a teenage crowd behind you - did the management take you seriously?

"Some clubs more than others, but we were offering something new that wasn't around at the time plus they had seen my success with SeOne. The team at SEone were very loyal which made everything a lot easier, but I did have to prove myself a lot at the beginning with all the clubs."

Your night hits sell out pretty much every time - was 'Let's Go Crazy' simply you spotting a gap in the market?

"When I was 16 there was nothing to do and I saw all my crowd were too young for clubbing. I decided that the student market was so saturated anyway and there was surely space in the market for 16 year olds who want to go out in a less parent facing environment than what was around at the time."

Who to date, has been the best acts and DJs you've ever had on?

"We cover hugely diverse genres of music but we have had everyone from 2 Many DJs, Wiley, Kano, Pendulum, Chase and Status, the Faithless Sound System and many more..."

What did your father, who is a music-industry lawyer and talent agent, feel when you finally dropped out of school to concentrate on your club brand?

"My father is also involved in artist and production company management. He obviously was wary of my decision but still supported me as it was clear there was something tangible I was pursuing."

What are the big tunes on your i-pod today?

"I like a huge mixture of music from reggae to electro, to drum n' bass to house but my current favourites are:

- Chase and Status 'Heartbeat'
- DJ Fresh 'Hypercaine'
- Jay Z featuring Alicia Keys 'Empire State Of Mind'

UPDATE

- *Sub Focus 'Join the Dots'*
- *Emalkay 'When i Look at You'*
- *LMFAO vs. Chuckie 'Let The Bass Kick In LA Bitch' (Mike Newmans LA Re-Boot)*
- *David Guetta featuring Akon 'Sexy Bitch' (Chuckie& Lil Jon Remix)*
- *David Guetta featuring Kelly Rowland 'When Love Takes Over'*
- *Deadmau5 featuring Kaskade 'I Remember' (Caspas remix)*
- *Florence and The Machine 'Rabbit Heart' (SLOF MAN & JOR-ONE Dubstep remix)*
- *Majestic 'In The VIP' (Project Bassline Remix)*

Best album ever made?

"Real shameless plug here but it has to be our new compilation mixed by our Residents James Harwood & Twiggy, out now on EMI / New State. A real reflection of what music and artists get played at our events, tracks and remixes by David Guetta, Deadmau5, The Prodigy, Lilly Allen, Subfocus, Project Bassline"

How big is your database to date - invaluable to so many brands out there...?

"Depends which database, but across social networks we can reach out to over 500,000 14 to 18 year olds, we then also have a large email and home address database and around 50,000 mobile numbers, though we mainly target our audience through a large matrix of promoters through word of mouth and incentives."

Ambitions for your brand?

"To provide a huge array of content, media, events and anything else applicable to my market."

You live the high life, tell us...

Does it do your head in, someone being so mature for your age, mixing with kids not on your level?

"I mix with a lot of different people from a lot of different backgrounds with a lot of different interests. I like the diversity of it all..."

What is planned for 2010?

"International expansion and a festival for starters..."

Best night you have put on?

"Difficult to say...but probably one of my events at SeOne, also the Brixton Academy gig on the 26th October is going to be in a league of its own! We've got our biggest lineup to date in our biggest venue to date. Acts include Chase & Status, 2 Many DJs, Pendulum, Faithless Sound System, Andy C and Annie Mac."

Let's Go Crazy is out now on 5 October on EMI/New State

Clubbing

TimeOut
London

The rise of underage clubbing

Clubbing



Youth-movin' nightclub strategies Junior hedonists at Let's Go Crazy

Apparently no longer content with a few furtive alcopops on a park bench, today's teens are a demanding bunch when it comes to entertainment.

Kate Hutchinson dusts off her fake ID and checks out the new underage club nights

Hull-tern surely strikes fear into every parent, as a lack of homework-filled nights creep on to the agenda.

It's especially worrying for them because live music alone no longer makes the grade. Gigs are an under-18s stomping ground, a scene once well-served for by nights from Way Out West and All Ages Concerts. But Britain's youth bass-wrapped its guitars for synths once again and teens are desperate to dance till dawn under the spell of the DJ booth.

Luckily for parents, though, kids can keep their clubbing low-key thanks to a new wave of popular underage nights. Here, they can club away in a safe environment with a zero-tolerance policy towards underage drinking.

The nights are growing in numbers too. Last month, student indie night Club NME launched its first under-18s band; in May Rime FM assembled its talent for its youngest and London fans at Rime Youngies Under The Radar runs regular events across the country;

and on Saturday November 7, Biggs Fish have another UK funky and grime party at The Roundhouse.

This Monday, however, London's largest club night for 16 to 18 year olds, Let's Go Crazy, rocks up to the Brixton Academy with a shower of big-name DJs. Masterminded by 19-year-old Culture Negan Fancy, it is dominating the sparse under-18s clubbing market with one flick of its glowstick.

Perhaps it's because it replicates the nightclub experience more closely than most, running until a very authentic 3am, it's a contentious point for some

'There's a zero tolerance policy to underage drinking'

parents, who believe such events simulate drug-addictive culture, but fast-talking businessman Negan Fancy is quick to refute such claims. 'Most of these teenagers have got fake IDs and are going out to clubs on a Friday night or whenever else,' he says. 'But at our event they're mixing with peers in their own, controlled environment.'

Such underage nights are a London phenomenon – but not a new one. In the midst of dance music's success in the 1980s, Eddy Deveraux and Jeremy Taylor (of then-teenage entrepreneurs)

threw notorious upper-class teen parties called the Gatecrasher Balls. Later, Justin Elvin, a 19-year-old Shaanster from a millionaire family, entered a young Prince William and his Eton posse to his themed balls in London too.

But Let's Go Crazy, which happens during every school holiday, is not such a plummy playground. Yes, daughters of oligarchs can be found shimmying in the VIP section, but its diverse music policy goes outside the usual boundaries of under-18s nights and attracts kids from across the social spectrum.

'I didn't want it to be another public school night. Those weren't sold on their dance music, they were sold on a social event and they seemed very overpriced considering there was no line-up,' says Negan Fancy, despite his very public school-worshipping surname. 'But I also didn't want it to be a grimy, grungey under-18s event. It's good to have events. Most of our clientele are the Fabric crowd of the future, so we'll cover everything from grime, drum 'n' bass and dubstep to electro and R&B.'

Since Let's Go Crazy began over a year ago its Facebook Fan page has swelled up over 10,000 fans, proving the huge demand for teen-friendly nightlife.

With DJs like Chase & Status, Pendulum DJs, ZMixt DJs and Andy C topping the bill at Brixton, it's easy to see why. It's just a shame that Let's Go Crazy isn't the parties for adults too.

www.timeout.com/clubs

HOTLINE

YOUTH CLUBBERS

Kids today are so sophisticated it's a bit frightening. Jamie Strawn on the rave scene for teens, by Brian

PHOTOGRAPH BY JEFFREY M. HARRIS

"No, I don't know we would have just 150 and still have a great time," says the DJ. "I don't know if you're talking about the size of the venue or the size of the crowd." "Probably the size of the crowd," says the DJ. "Probably the size of the crowd."

"That's probably why you're not going to see it," says the DJ. "That's probably why you're not going to see it."

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PHOTOGRAPH BY JEFFREY M. HARRIS

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PHOTOGRAPH BY JEFFREY M. HARRIS

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cover girl

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WIN!



Let's Go Crazy are the parties that bring top electro, indie, and drum 'n' bass line-ups to teens all across the South of England. The events have repeatedly sold-out London's biggest licensed venues with line-ups such as Pendulum, Annie Mac, Tynchy Stryder and Rob da Bank and now the people behind it are releasing an album!

The album is the brand's first compilation, and a taster of what fires up Let's Go Crazy's crowd. Mixed by resident DJs, James Harwood and Twiggy, the 2 CD set features Chase & Status, Bloc Party, Lily Allen, David Guetta, Deadmau5, Steve Angello, The Prodigy, Boyznoize, Empire Of The Sun, The Noisettes, and many more.



To celebrate its release on October 5th, we're giving away a pair of tickets for one lucky reader to the next *Let's Go Crazy* event - their biggest to date - at London's Brixton Academy on 26th October. It'll be the largest 16+ event of its kind in the Capital and YOU could be there. 10 runners-up can get their hands on a copy of the album too. Enter now to win...

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Let's Go Crazy Move into the World of Compilations

2

tweets

September 23, 2009

by: [Spoonfed Team](#)

Retweet

The 19 year old promoter of Britain's largest club nights for 16-18 year olds has announced his intention of moving into the world of compilations. EMI will release a first compilation, taking advantage of the Let's Go Crazy following - over half a million of those famously hard-to-reach teens.

Let's Go Crazy, run by promoter Callum Negus-Fancey, has gained a reputation for some of the biggest and best 16+ club nights in England, boasting stellar line-ups. Following talks with EMI, they will release a Let's Go Crazy compilation CD on October 5th, featuring tracks from the likes of [Chase & Status](#), [Bloc Party](#), [Lily Allen](#), [The Prodigy](#), Boyz Noise and [The Noisettes](#), all mixed by resident DJ's James Harwood and Twiggy.

The decision is a smart move for EMI who can tap into a huge network of 16-18 year-old followers via the Lets Go Crazy presence on Facebook and Bebo. Negus-Fancey said, 'It's exciting to be releasing a compilation that is the first of its kind, and great that EMI understand and share our views. We've tried to put together a compilation that reflects what our audience want to hear and has actually been requested by them, a diverse mixture of commercial and cutting-edge music'.

The next Let's Go Crazy night takes place at the [Brixton Academy on October 28th](#) and features a huge line-up of acts and VIP guests, including [Pendulum](#), [Andy C](#), [Annie Mac](#), [Noisia](#), Skream Vs [Banga](#), Akala, [Scratch Perverts](#) and [Jack Beats](#). The night promises to be a huge success.

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Let's Go Crazy - 26th Oct Brixton Academy

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Let's Go Crazy are the parties that bring top-flight electro, indie, drum 'n' bass and dubstep line-ups to a mass of musically-astute teens all across the South of England (15 - 18 year olds to be precise). The events have repeatedly sold-out London's biggest licensed venues (Mater, Fabric, SE1).



The line-ups feature the very best cutting edge artists and DJs, with Chase & Status, Pendulum, Annie Mac, Tinchy Stryder, Rob da Bank, Andy C, Rusko, all clamouring to play the events. The brainchild of Callum Negus Fancey, **Let's Go Crazy** is arguably the biggest youth and club culture phenomenon to come out of the UK since the early 1990's, and attracts a mixed crowd of cool fashion kids, suburban teens, ravers, an oligarch's offspring or two, and the children of London's music elite (LGC is where Pete Tong's kids go to party).

The next London event is their biggest to date at O2 Brixton Academy on 26th October 2009, and features Chase & Status Live, Faithless Sound System, Pendulum DJs, special guests Zmamyd's, Andy C, Annie Mac, Akala, Scratch Perverts, Jack Beats and more. This is the largest ever 18+ dance event in the capital.

Let's Go Crazy - the compilation - is released on EMI/New State on 5th October

Let's Go Crazy

O2 Brixton Academy
Monday 26th October
O2 Brixton Academy
211 Stockwell Road
London, SW9 9SL
Tel: 020 7771 3000
8:30pm - 4am
Tickets: £25 / £30 / £35

Room 1

Chase & Status - Live
Faithless Sound System (Maxi Jazz and Sister Bliss)
Pendulum DJs with Mc Verse
Special Guests Zmamyd's
Andy C & MC GG
Annie Mac
Mika Snow - Live

Room 2

Akala
Brookes Brothers with MC Ekman
Dirty Phonics
Jack Beats
Scratch Perverts
Unc2
(Ruffnut, Skibadee, Fun, Shotta)

Room 3

Agro
Bar 9
Crazy Criss
fal tek
Joker
Nero
Sukh Night b2b Scandalous Untd

V.I.P

Vernon Kay
Daisy Heartbreaker
Let's Go Crazy Residents:
James Harwood & Twiggy

Nuts

VARIOUS ARTISTS
LET'S GO CRAZY



The party-organising types release their first compilation of club smashes, with the likes of Lily Allen, David Guetta and Empire Of The Sun taking a bow. **Baneinz. ★★★★★**

FREE Lite LONDON



Coming Soon

LET'S GO CRAZY
2MANYDJs, left, Chase & Status, Pendulum, Andy C, Annie Mac and more perform at this night for 16- to 18-year-olds.
● 26 Oct, O2 Academy Brixton, 211 Stockwell Rd SW9 (0870 060 0100, o2academybrixton.co.uk), 8.30pm, £25-£35. Tube: Brixton

theguardian

● Let's Go Crazy London

Unless you've got kids, or are a kid, you may not have noticed that it's half term, meaning there are thousands of 16 to 18-year-olds at a loose end. Which is where Let's Go Crazy step in, swinging the doors of Brixton Academy open until 4am so A level students can let off steam to dubstep, electro and drum'n'bass. Boasting an impressive DJ lineup by anyone's standards, including 2ManyDJs, Andy C, Annie Mac and Scratch Perverts, it's more of an all night indoor festival than a club. Also featuring Skream vs Benga, Akala, Pendulum on the decks and Miike Snow on the live stage, the only worrying thing about the night is the presence of Vernon Kay on the bill. **LC Brixton Academy, SW9, Mon**

IRISH DAILY STAR

VARIOUS: Let's Go Crazy (New State)

This is the first compilation from an under-age UK clubbing brand that has 400,000 fans of its electro, indie and drum&bass events.

It blends the likes of Basement Jaxx, Boys Noize and Bloc Party.

THE TIMES

BOOK NOW

Scene stealer

The Times BFI London Film Festival
The British Film Institute's annual festival showcases the best new British and foreign films, short films and experimental film-making. Other events and workshops will also be held around the capital. Book in advance to reserve your place.

October 14-29, tickets from £7.

bfi.org.uk

Teenage kicks

Let's Go Crazy,
Brixton Academy, London

Give the teens a treat with this event for 16 to 18-year-olds. There's a superb line-up (and no booze) with Scratch Perverts, 2ManyDJs, Pendulum DJs, Annie Mac and many more on the bill.

October 26, from £25.

ticketweb.co.uk

Compiled by Harriet Addlson

TimeOut London

Let's Go Crazy Brixton Academy, 211 Stockwell Rd, SW9 9SL, 0844 477 2000.

● Brixton. Mon, time TBC.

o2academybrixton.co.uk. Under-18s night that's pulled in big names like 2Many DJs, Faithless Sound System, Annie Mac, Scratch Perverts and more. Age 16-18. See *Clubbing*

The Artists

Below are some of the big artists that we have had at our events in the past:



DAVID GUETTA

TINCHY STRYDER

2manydjs

MSTRKRFT

FAITHLESS

KANO

ANDYC



MR HUDSON

EROLALKAN

PENDULUM



MAJOR LAZER



WILEY



BENGA

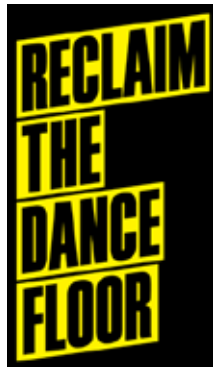


Skream!



Clubs

Below are the various different club brands that we have worked with in the past:

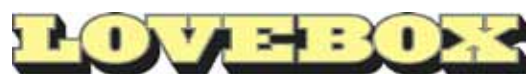


Brands

Brands we work in association with:



RECORDS



Fliers

Below are the promotional fliers for some of our events:



Press

Press who have covered Lets Go Crazy:

theguardian **THE**  **TIMES**

Nuts

NME

TimeOut
London

THE UK'S MOST UPFRONT DANCE MUSIC REVIEW
 **UPDATE**

MusicWeek

THE  **INDEPENDENT**

FREE **Lite** **LONDON**


HOUSE MAGAZINE

MY **BLISS**