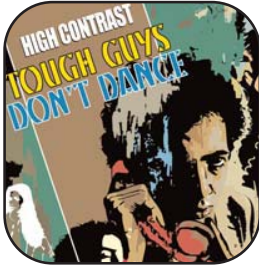


Label Focus - Hospital Records

HOSPITAL

Hospital Records

Now in its eleventh year, Hospital is one of the most well known and respected labels operating in the Drum & Bass genre. Their catalogue stretches to over 130 albums and singles, and the Hospital brand now takes in club nights, internet-only releases, merchandise and podcasting. Their latest release is High Contrast's *Tough Guys Don't Dance* album.



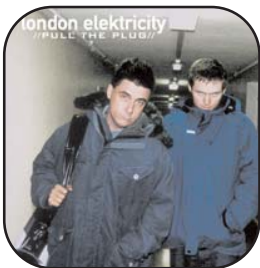
A Brief History

Label co-founders Chris Goss and Tony Colman first made their mark in the Acid Jazz genre releasing records on the Tongue and Groove imprint before branching out with a number of new ventures in the mid-90s.

Following releases on both the Casualty label (concentrating mainly on the Downbeat genre) and Galactic Disco (House) they finally concentrated their efforts on the nascent Hospital label.

At first run on a part-time basis, the label started to gather momentum with early releases by the founders' own musical project, London Elektriccity.

Their 1999 album *Pull The Plug* turned out to be a breakthrough release not only in the Drum and Bass genre but also in terms of providing the resources to allow the label to develop.



The album was licensed to other territories such as Germany and Japan and - in a theme central to Hospital's growth - began to win support and increased awareness from outside the narrower confines of the D&B scene.

All-Time Hospital Best Sellers (all territories)

1	Hospital Mix	Various Artists
2	Billion Dollar Gravy	London Elektriccity
3	High Society	High Contrast
4	Hospital Mix 3	Various Artists
5	Hospital Mix 2	Various Artists
6	The Basement Track	High Contrast
7	Hospital Mix 4	Various Artists
8	Power Ballads	London Elektriccity
9	Racing Green	High Contrast
10	Hospitalised: NHS100	Various Artists

Developing The Roster

Other landmarks soon followed, with the label signing their first artist - Landslide - and producing the inaugural volumes of their *Plastic Surgery* and *Outpatients* compilations series, the former concentrating primarily on Drum & Bass but the latter showcasing a more eclectic mix of styles.



The signing of Lincoln Barrett - aka High Contrast - and subsequent release of his first album *True Colours* in 2002 saw the beginnings of an albums-oriented artist roster for the label and a conscious effort to move beyond the 'singles and one-offs' culture of dance. His success is evidenced by the presence of three of his titles in Hospital's all-time best sellers chart (see top).

Building The Brand

At the same time Chris Goss left London Elektriccity in order to concentrate on running the label full time. With more time to spend on branding, events and marketing, the label's reputation spread - what once were one-off club nights began taking place on a regular basis, with a residency at London's Heaven instigated in 2005 as well as events in other cities such as Brighton and

Bristol. The label was also able to develop other revenue streams such as merchandising and digitising their entire catalogue to date. As well as giving the label the opportunity to sell directly to the public, the Hospital website acts as a hub for the label's activities - each bi-monthly podcast is downloaded around 30,000 times and was the winner in its category at this year's Digital Music Awards. The website also allows vinyl represses and 'digital-only' releases to be made available, thus enabling the physical release schedule to remain undisrupted should the label want to make music available immediately.

The Future

The label has made a conscious effort to develop long term projects. Hospital currently have six producers on album deals and currently release around three artist albums a year. The new year is also expected to bring a mid-price DJ mix album in January (the label regularly adds to the immensely popular *Hospital Mix* series to introduce new listeners to the roster) along with a premium compilation to follow.

Another priority is to raise the profile of their Med School imprint. Currently on its sixth release, the offshoot is an outlet for underground releases distinct in style from those found on the main Hospital roster.



www.hospitalrecords.com