



PRESS RELEASE  
6 October 2015

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## YOU CAN HEAR IT IN THE AIR...

Classic Tracks and Snippets of Shoreditch's Musical Heritage  
Hidden Around Hoxton



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*Whole chapters of music history were written in the nightclubs of Shoreditch. Now, thanks to the geo-messaging and content-sharing app [Traces](#), fans of pioneering dance music can take an audio tour of the neighbourhood's musical past and present with a simple wave of their smartphone.*

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Conceived by TED-talking neuroscientist **Beau Lotto**, the Traces app allows its users to deposit and collect content of all kinds – audio, video, image or text – in physical locations around the world. Award-winning independent radio and audio production company **Folded Wing** has taken advantage of its revolutionary technology to leave excerpts of some of their ground-breaking radio shows at key locations on and around Old Street, which anyone with the Traces app will be able to pick up, listen to and keep.

**Folded Wing** has left three different Traces around the area, attached to an assortment of landmark venues on the club trail. For app users scanning the location with their phone cameras, these appear as droplets hovering in the air. To download them, you simply 'catch' the droplet with your phone. In this way, content occupies the space between the digital and the physical world, travelling from one to the other.

# UK TRACES

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The Traces are a combination of excerpts of Classic UK Clubs, a Folded Wing series for BBC digital station 1Xtra, and an exclusive selection of floor-filling club tracks chosen by DJ Goldierocks, presenter of Folded Wing's globally syndicated weekly show [The Selector](#). Each of Goldierocks' tracks has been hand-picked for its relevance to one of Shoreditch's key music venues and her Trace will be available to collect at all five.

## The Traces

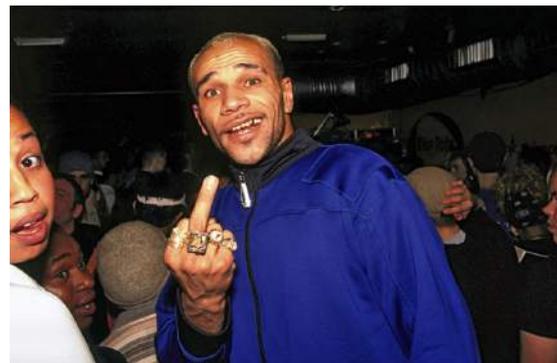
### 1) Classic UK Clubs – Metalheadz at The Blue Note, Hoxton Square

Goldie's legendary club night, [Metalheadz](#), defined drum 'n' bass in the mid-1990s. Commissioned and broadcast by BBC Radio 1Xtra in 2011, this 30-minute documentary excerpt looks back on the night's heyday, traces its legacy and features some of the era-defining sounds that were played at The Blue Note. With the Traces app, users can revisit one of the most influential nights on the East London scene, in the exact place it happened.



### 2) Classic UK Clubs – FWD>> at Plastic People, Curtain Road

Beginning in 2005, the seminal [FWD>>](#) club night at Plastic People wasn't just one of the highlights of the Shoreditch scene, it was also the birthplace of a new music genre. Without FWD>>, dubstep as we know it would never have existed. This excerpt from the 1Xtra series explores how dubstep developed – on the doorstep of the club that created it.





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### **3) Goldierocks' Top-5 Selector Shoreditch Tracks**

Host of Folded Wing's show The Selector, which broadcasts to 4 million listeners in 44 countries worldwide, Goldierocks is a stalwart of Shoreditch clubland, so there's no better guide for a musical tour of the area. Only available on Traces, her five-track distillation of the contemporary sounds of Shoreditch can be found floating at five East London landmarks: XOYO on Cowper Street, Village Underground on Holywell Lane, The Macbeth on Hoxton Street, Beigel Bake on Brick Lane and The Old Blue Last on Great Eastern Street.

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*Anyone with the free Traces app on iPhone or Android can access any of the above simply by visiting the location and grabbing the Trace with their smartphone – plucking an ear-opening dose of music and history literally out of thin air.*

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## NOTES FOR EDITORS

### **About Traces**

Professor Beau Lotto has invented the world's first augmented messaging app: Traces. Traces lets you make your mark on the world by sharing your ideas in a completely new social way – tagged to the places that matter to you. Instead of sending a video, picture or text to someone's phone or posting online, with Traces you can send it to a physical place. To get your trace, people have to be in the right place. To open a trace, catch the drop with your phone to discover the message inside.

The app was conceived by neuroscientist Beau Lotto to explore how the principles of neurodesign can be harnessed to create more meaningful digital experiences. Traces is privately funded by angels on the US West Coast and in the UK.

To **download Traces**, visit >> <http://www.traces.io/app>

To apply for **access to the Traces Studio**, visit >> <https://studio.traces.io>

**Twitter** >> @tracetheapp

**Facebook** >> /tracetheapp



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### **About Folded Wing**

Radio makers, music lovers and bird enthusiasts Folded Wing is an innovative and award-winning independent radio production company based in Clerkenwell, London, which produces and syndicates world-renowned radio shows and podcasts. Folded Wing set up ground-breaking platforms including Red Bull Music Academy Radio and Roundhouse Radio, which serves as a real-world training ground for young people to learn about all aspects of radio production.

Folded Wing produces regular shows for BBC Radio 2, Radio 4, Radio 1, 1Xtra, 5 live, 6 Music, The British Council, Brasil Music Exchange, Field Day Radio, Reebok Radio and Red Bull Music Academy Radio. Weekly shows include The Selector for the British Council, Jamie Cullum on BBC Radio 2 every Tuesday 7-8pm (and syndicated internationally), and Monki on BBC Radio 1Xtra every Monday 10pm-1am (and repeated on BBC Radio 1 and 1Xtra the following Monday at 1-4am). In 2014, Folded Wing won 'Best Music Programme' at the Radio Production Awards for Jamie Cullum on BBC Radio 2, and in 2015 The Selector for the British Council won 'World's Best Online Radio Show' at the Mixcloud Online Radio Awards.

[www.foldedwing.co.uk](http://www.foldedwing.co.uk)

\*The Classic UK Clubs for 1Xtra content is used under license from the BBC; Folded Wing and the Traces app are entirely independent of/from the BBC.

### **About Goldierocks & The Selector**

Goldierocks is the presenter of Folded Wing's globally syndicated radio show The Selector for the British Council. An international showcase for the best new music from the UK, The Selector is broadcast to more than 4 million listeners in 44 countries across the world, including Spain, Jordan, Malawi and Egypt. The weekly two-hour programme covers all styles of contemporary music from indie to grime, dubstep to disco. The Selector also partners with the UK's Student Radio Association, giving student stations the chance to bring their own creative ideas and style to the show.

<http://www.goldierocks.co.uk/>

<http://selector-radio.com>

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**For more information about the Folded Wing project or the Traces app, please contact Sabine Zetteler at [sabine@zetteler.co.uk](mailto:sabine@zetteler.co.uk) or call +44 (0)7791 568890.**

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