



## We Love Party Principle

### We Love... Party Principle

Brands are boring, dance music is dead and superclubs are so over. If you believed everything you heard about what acid house culture had become in 2003, we'd all have been staying in on Friday nights and listening to the Light Program on Radio Luxembourg and booking barge holidays on the Norfolk Broads for our summer break. Which none of us were quite ready for we don't think!

We Love was born a while back in Ibiza, when one keen observer, happily exhausted as the last tune wound down from another Sunday morning marathon, pointed out the blindingly obvious: - "We love Sundays at Space!"

And the future of We Love... is the evolution of the revolution that began in 1998. The mandate is to focus on what mattered back then. Dispensing with glossy flyers, unnecessary marketing and the kind of club culture sophistication that has made the culture bugger than the clubbing, We Love... is about the fundamentals of a good party that occur every Sunday at Space: the Right DJs at the Right time in the Right place playing the Right music. Among a million clubs keen to market themselves as unique, Space is truly in a class of its own: something to do with Ley lines, flight paths, feng shui, the bespoke Funktion 1 soundsystem, or the crowds of ambisexual club superfolk who should be on the cover of Vogue instead of the dance monthlies – everyone's got an opinion on what makes Space magic. In six years, Darren Hughes' work with Space's owners has achieved the impossible and taken what's arguably the world's best club and made it better.

Now eight years in and still going strong, a few changes since we first started off, new rooms built, organic growth/evolution in musical direction and bigger/larger crowds, an often overheard conversation sums up the success of We Love Space " I dont know why its called Space, there isn't any!"