

THE UNIQUE EXPERIENCE

Press Information

BIO: The Unique Experience (TUX) was founded in 2017 by Birmingham-based artist and singer-songwriter Call Me Unique. Emerging from house jams and spontaneous collaborations, TUX has grown into a leading platform for live music in the Midlands, known for delivering high-quality events that support both emerging and established artists.

Unique began her career in event curation as the resident promoter for "Digbeth Dining Club", where she launched The Unique Experience at Mama Roux's - Birmingham, hosting monthly showcases from 2016 to 2020. Following this, she continued her work at Hockley Social Club - Birmingham, curating weekly events from 2022 to January 2024. Notable collaborations include jam nights with Sofar Sounds, custom showcases for Red Bull UK, brand sponsored showcases for Jameson, and a stage takeover during the Birmingham 2022 Festival for the Commonwealth Games.

TUX is recognised for offering more than just another gig; it has become known in Birmingham for providing affordable access to exceptional performances, with events where attentive crowds fully engage with live and re-worked cover pieces. This approach revives the excitement of shows being reactive to both the audience and the venue.

TUX ensures fair pay and delivers hand-picked, custom experiences, backed by a performer who deeply values respect and fairness within the industry. The platform has featured artists who have gone on to play major festivals like Glastonbury and We Out Here, and welcomes international acts from countries including Sweden, Hungary, the Netherlands, and the USA.

Partnering with top Midlands venues such as Mama Roux's, Hockley Social Club, Birmingham Botanical Gardens, and Warwick Castle, TUX creates immersive, unique live performances that stand out for their creativity and accessibility.

Our slogan, "A live show for those craving GREAT MUSIC & UNIQUE EXPERIENCES," encapsulates our commitment to delivering exceptional musical events.

LOGOs: [CALL ME UNIQUE](#)

PHOTOS:



Photography by:

@Joemarch_photography

Files Found: [Joe March @ Botanical 2024](#)



Files Found: [Hockley Social 2022](#)



Photography by: [@ryan.archives](#)
Files Found: ["When Is Tasha Coming Home?"](#)
EP Launch x TUX 2023



Photography by: [@TomxPreece.photos](#)
Files Found: [Tom @ TUX](#)

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www.callmeunique.com