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Time In

TV LOWDOWN Will.i.am on 'The Voice UK'

The first series of TV singing contest 'The Voice UK' divided critics and has so far failed to launch a new musical star. This year will definitely be different, as judge-cum-coach Will.i.am explains...

On what's happened to last year's winner, Leanne Mitchell...

'Can I be honest? I'm gonna get into trouble here. We experienced a hole in the system. You have a singer on TV. One won, then I don't know what happened. I don't know if the label [Universal] engaged and made sure they had the right material. You know what you're going to sell when you have the whole package and you need to rush it. They went too slow: I don't think people were minding how we digest content and how we absorb and share it. Everyone was like, oh my God, she's so great, let's take our time, oo-de-do, la-de-dah, let's go on vacation. Really? I hope we learn from that, so we have songs for the winner, three days after they win the show.'

On higher standards for the second series...

'The talent is superb. This year, there's more bad singers, but the ones that were good were crazy amazing. Out of this world.'

On this year's format changes...

'The freaking steals [when



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These shows aren't for artists like myself

one coach can steal a singer rejected by another coach! One could think: Oh there's the four coaches, they're used to what it is, ooh-woop-de-woo-hoo-hah. No – now Jessie [J] could send somebody home and I'd be like, Nah, I'm taking that dope singer that she didn't think was dope, so now my team's extra dope and she got a nope. It's fresh. Now you have to worry – what you get rid of can hurt you. And they stole some of mine – the thieves came to my crib too.'

On what he looks for in an artist...

'Nothing specific. It's like Christopher Columbus. I knew I was going to India, so as long as I found some land, I would go there.'

On why he wouldn't compete in 'The Voice'...

'Groups like the Peas, Outkast, A Tribe Called Quest... Lauryn Hill lost on [US talent show] "Showtime at the Apollo"! These shows aren't for artists like myself. We're the kind of artists who you can say no to a trillion times and we'll design a whole new entry point. There's doors and windows, and battering rams. We're battering rams.'

Interview: Gabriel Tate

'The Voice UK', BBC1. Sat Mar 30 7pm. For the thoughts of Tom Jones, Jessie J and Danny O'Donoghue, go to timeout.com/thevoice

GAME

'Bioshock Infinite', PS3, Xbox 360 £37.99, PC £27.99



One of the most anticipated games of the year – the third in the thrilling, scary and utterly compelling 'Bioshock' series is set in Columbia, a fantastical nineteenth-century city in the clouds. Mercenary Booker must free the mysterious Elizabeth from her airborne prison. Believable characters, powerful storytelling and memorable action.

BLU RAY

'The Princess Bride', £19.99

The best fantasy flick of the '80s thanks to an endlessly quotable William Goldman script, top-notch casting (Mandy Patinkin, Robin Wright, Christopher Guest) and a featherlight touch from director Rob Reiner. Pure pleasure.



GADGET

HipKey, £69.95, www.apple.com/uk



Plonk this on your keyring and never lose your phone again – or that's the theory. It connects to your phone by Bluetooth to become a wireless leash. If you forget your phone, an alarm activates when you reach a set distance. Or use Motion Mode and pop it in your bag, so if it's moved the alarm goes off. Nifty and effective.

CHANNEL HOPPING TV to make you...



...FREAK OUT!

NILE RODGERS: THE HITMAKER

BBC4. Good Friday 9-10pm.

The lavishly braided Chic-meister is an engaging companion throughout this doc which proves, once again, that disco definitely doesn't suck.



...CREEK OUT!

JONATHAN CREEK

BBC1. Easter Monday 8.30-10pm.

Alan Davies and his loyal companion Sheridan Smith are joined by Nigel Planer, Rik Mayall and Joanna Lumley for an Easter special.



...WINCE

LIFE'S TOO SHORT SPECIAL

BBC2. Sat Mar 30 10-11pm.

A rousing finale comparable to 'The Office' or 'Extras'? Well, no. Still, on the plus side, Keith Chegwin gets his cock out. Wait! Come back!



...POP

40 YEAR OLD VIRGINS

C4. Thu Mar 28 9-10pm.

Blithely ignoring the fact that our two late bloomers are 45 and 29, this doc eventually becomes a sweet, cheerful insight into the work of sex surrogates.



...SWOON

LOVE MATTERS

Sky Living. Thu Mar 28 9-10pm.

The first of three double bills of romantic shorts features Daniel Lawrence Taylor and the reliably funny-boned Katherine Parkinson.

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