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LIVE! Singapore sets the global and local performing arts scene ablaze

Inaugural, ground-breaking marketplace is the only creative and knowledge-sharing professional performing arts industry platform of its scale in Asia

According to a 2008 report by the United Nations Conference on Trade and Development (UNCTAD), the global performing arts market grew exponentially from US\$5 billion in 1996 to US\$14 billion in 2005. Eighty-two percent of creative services exports, which include performing arts, are from developed nations.

In line with expanding opportunities in the global performing arts market, the first-ever LIVE! Singapore, a four-day global performing arts exchange, opens today to bring together over 1,500 leading performing artists, practitioners, managers, producers, agents and venue owners from more than 50 countries covering Angola, Argentina, Australia, Austria, Azerbaijan, Belgium, Brazil, Cambodia, Canada, China, Cuba, Denmark, Egypt, Finland, France, Germany, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Kuwait, Laos, Latvia, Malaysia, Maldives, Mexico, Mongolia, Netherlands, New Zealand, Nigeria, Norway, Pakistan, Palestine, Panama, Philippines, Poland, Qatar, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Ukraine, United Kingdom, United States and Venezuela.

Incorporating a ground-breaking conference, an international trade fair, and acclaimed live performances, LIVE! Singapore is the only creative and knowledge-sharing professional platform of its scale in Asia. Organized by Koelnmesse Pte Ltd, in association with IMG Artists, and held in parallel to the Singapore Arts Festival, LIVE! Singapore congregates world-renowned artists and experts to network, exchange ideas and seek partnerships. Held in Singapore from 8-11 June 2010 at Resorts World Convention Centre, the inaugural event was officially opened today by Mr Lui Tuck Yew, Singapore's Acting Minister for Information, Communications & the Arts.



LIVE! Singapore
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www.live-singapore.com.sg

Date
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A global marketplace for the entire performing arts spectrum

Staying true to its goal of serving as a springboard between the East and West, while acting as an entry point for international performing artists to access the growing Asian performing arts markets, the LIVE! Trade Fair boasts more than 100 organizations, representing the entire spectrum of the performing arts industry. From international venue owners, festival organizers and artist management companies to agents, production companies and performing arts groups in all genres, trade visitors will have the opportunity to connect with the industry's top global buyers, establish relationships with key influencers and at the same time, mingle with leading experts in the performing arts field.

Among the leading industry names and companies taking part in the LIVE! Trade Fair are the Russian Concert Agency, Craicmore/ Kilts On Productions from Canoga, USA, South By Southwest from Texas, Australia's Full Throttle Theater Company, India's Dhoad Gypsies of Rajasthan, Europe's leading Tango Orchestra, Tango Extremo from The Netherlands, The Music Sales Group from the UK, the production company of *Jekyll and Hyde* which is now touring Asia – TML Enterprises from Australia, and the Italian Cultural Institute representing their selection of prominent Italian artists among many others.

Showcasing the breadth of international and local talent

The LIVE! Conference will immerse participants in a different music genre each day. A stellar line-up of both world-renowned, established names as well as promising young artists who are setting the global performing arts arena ablaze, will open the morning and afternoon sessions daily with star showcase performances.

Grammy award-winning violinist superstar Joshua Bell, who has recorded with artists such as Sting, Josh Groban, Pamela Frank and Steven Isserlis, lends his star billing to the Classical Music conference program on 9 June with an opening performance. Joshua Bell will also be part of a number of interactive discussions within the LIVE! Conference, sharing two decades of experience on the classical music circuit. Rounding off day one's star showcase performances is up-and-coming operatic talent, 15-year-old Tara L.Venkatesan, who has performed with the Vienna Chamber Orchestra, as well as for various heads of state, including the President of India. Her performance will be followed by 16-year-old violinist Rose Hsien from the Yong Siew Yoh Conservatory of Music.

Paying homage to both Eastern and Western talents in Musical Theater, LIVE! Conference will feature Star Showcase Performances from award-winning musical actor Brad Little, best-known for his portrayal of the Phantom in *The Phantom of the Opera* in over 2,000 performances to-date across America and Asia; and Singapore's vocal child prodigy, 14-year-old Julia Abueva, who was recently featured on Oprah as one of the World's Most Talented Kids. Brad's performance appears courtesy of TML Enterprises, one of the key exhibitors at the LIVE! Trade Fair.

Day three's LIVE! Conference focus on Jazz & World Music will see star performances from critically acclaimed Korean jazz artist Youn Sun Nah, known for her sold-out performances in Asia, Australia, Europe and the US; and opening the LIVE! Symposium on the last day is London-based classical guitarist Miloš Karadaglić of Montenegro, one of today's most gifted young guitar virtuosos.

In addition to performances by well-established artists, the LIVE! Conference will also feature a range of showcase performances from over 20 shortlisted international and local acts which have been selected based on their high international standard and innovation in arts. These showcase performers include:

- **The Celtic Tenors**, Ireland: the most successful crossover artists from Ireland who meld their voices to suit a cross-section of genres, from classical and folk to pop.
- **Raimonds Ozols**, Latvia: a world-class violinist with an outstanding ability to perform in any musical genre with an acoustic or electric violin.
- **Enfiniti Vision Media**, Malaysia: visionary theater producers responsible for the sold-out musical, *Putri Gunung Ledang The Musical* that has been heralded by media and critics as "on par with the musicals of the West End and Broadway".
- **Klazz Brothers & Cuba Percussion**, Germany: breathing new life into the concert halls of the world, the group's multi-award winning *Classic Meets Cuba* revives musical classics with witty arrangements in an astonishing guise of sounds.
- **Dave Eggar**, USA: classical cello wizard and his cross-genre band Deoro team up with fourth-degree black belt James Luk and Pittsburgh's

leading contemporary dance theater company Attack Theater in a stunning fusion of classical music, ballet and karate.

- **Gong Myoung**, Korea: an incredible percussion quartet that blends various wind and percussion instruments, with as many as 30 instruments played in a concert, along with their self-invented instruments.

Propelling the local arts scene onto the global stage

The National Arts Council reported in its Singapore Cultural Statistics Report 2003-2007 that the total number of performing arts events grew by 60 percent. Furthering the strong momentum in the local arts industry, LIVE! Singapore is providing a global platform for both budding and established local performing artists to showcase their repertoire as well as participate in intellectual exchange with their counterparts from around the globe.

As part of LIVE! Singapore's efforts to cultivate and encourage interest in local talent, the LIVE! Talent Young Artist Showcase on 10 and 11 June will feature graduating students from the LASALLE College of the Arts. The first group of students from the school's Musical Theater program will perform a repertoire of songs by Jacques Brel, Abba, Marvin Hamlisch and Steven Sondheim, while the multi-talented jazz band Wet Floor will demonstrate their versatility to perform any music genre effortlessly.

Well-loved local composer Dick Lee, classical music maestro Tsung Yeh and theater champion Gaurav Kripalani will join their international counterparts to exchange views and ideas on a wide-range of topics, including the issues and challenges in tailoring international works for Asia, and bringing Asian works to the West.

Valuable insights on the business of performing arts

Adopting a different topic of focus each year, the inaugural LIVE! Conference this year centers on music, exploring core issues facing the worlds of classical music, musical theater, world music and jazz. Providing unparalleled networking opportunities, the conference offers a forum for critical engagement and examination of ideas that shape the performing arts, covering discussions on the future of classical music and bridging the Eastern and Western performing arts forms, to the issues and challenges surrounding touring and developing young talents and rights management. The LIVE!

Conference will close on 11 June 2010 with a LIVE! Symposium which will explore how live performing arts can stay relevant in an increasingly digital, online world.

Spearheading the impressive line-up of 89 international experts from 18 countries across the performing arts industry are world-renowned industry leaders such as Sir Clive Gillinson, Executive and Artistic Director of Carnegie Hall; Ioan Holender, General Director of the Vienna State Opera; Jan Briers, General Manager of International Flanders Festival Brussels; Tsung Yeh, Music Director of the Singapore Chinese Orchestra; Zarin Mehta, President and Executive Director of the New York Philharmonic; Chunsoo Shin, Producer & President of OD Musical Company in Korea; Robert Nederlander, Jr, President and CEO of Nederlander Worldwide Entertainment; Tim McFarlane, Managing Director of the Really Useful Company; John Cumming, Festival Director of the London Jazz Festival and Charles Hamlen, Chairman of IMG Artists.

“LIVE! Singapore paves the way for insightful discussions on a creative and knowledge-sharing platform that is unprecedented in this part of the world, in terms of the breadth and depth of its scope, scale and the internationalism of speakers and participants. Coupled with world-class performances by both rising talent as well as superstars in their fields of specialty such as Joshua Bell, Brad Little and Youn Sun Nah, we are confident participants at this inaugural global performing arts exchange will find inspiration to extend their artistic creativity and take advantage of the unique networking opportunities offered to further drive the performing arts industries in their respective countries as well as internationally,” said Michael Dreyer, Vice President Asia Pacific, Koelnmesse.

For more information on LIVE! Singapore visit www.live-singapore.com.sg