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## **LIVE! Singapore, a new global performing arts exchange to be held at Resorts World Sentosa**

**LIVE! Singapore will be held from 8 to 11 June 2010 alongside the Singapore Arts Festival and is expected to draw over 1500 international delegates.**

**LIVE! Singapore 2010 is a new international event for the performing arts and entertainment industry incorporating a ground-breaking conference, an international trade fair, and acclaimed live performances. Held alongside the Singapore Arts Festival, this inaugural event seeks to bring together 1500 leading performing artists, practitioners, managers, producers, agents and executives from around the world, for four days of interactive meetings, discussions, panels and live performances. It is a unique platform for global performing arts professionals and organizations to exchange knowledge, do business and network in the Asia Pacific market.**

German trade fair organizer, Koelnmesse, unveiled LIVE! Singapore at a media launch held today at The Arts House, Singapore.

Gerald Boese, Chief Executive Officer of Koelnmesse said, "This tailored creative and knowledge-sharing professional platform is the only one of this scale in Asia and Singapore, as it enables participants to experience unique business networking opportunities on a truly regional and international level. We believe that the strength of our experience and network, the firm support from the National Arts Council (NAC), Singapore Economic Development Board (EDB), Singapore Tourism Board (STB) and the partnership with IMG Artists – a global leader in the arts management business – has laid a strong groundwork for success."

LIVE! Singapore offers a trade fair, a conference and live performances all in one venue. Participants can exchange ideas and concepts, network and connect, and collaborate on exciting new projects. In addition, professionals emerging from Asia can use the event as a springboard to the global market and receive recognition on a higher level. Corporations looking for distinctive



**LIVE! Singapore  
8-11 June 2010  
Resorts World Sentosa**

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branding opportunities will also enjoy a customized outreach to the international audience.

Page  
2 of 4

The trade fair part of the event provides a dedicated business opportunity to source for regional and international acts from a wide spectrum of performing arts including Theatre, Music, Dance, Acrobatics, Puppetry, Illusionists, Musicals, Attractions, Pyrotechnics, Folk Art etc. LIVE! will be a central meeting point for potential buyers, performing arts organizations and agents from Asia, USA and Europe.

A chosen theme will run through LIVE! Conference every year; for its debut, the theme is Music. It will explore core issues facing the worlds of classical music, orchestras, opera companies, fusion music, world music, music theatre, jazz and the burgeoning Asian music scene, as well as the role of music in other art forms such as dance. Topics to be covered range from the future of music in the live performing arts, the role of education, commission of new works, music development and new initiatives, global touring, Asia touring, audience development and the latest innovations.

Also not to be missed are stellar performances to be presented by internationally renowned artists. These performances are incorporated into the Singapore Arts Festival program line-up and will be open to the general public.

“It is good news for the local performing arts industry that LIVE! Singapore will provide a new networking platform for global art companies to exchange ideas and inspirations.” said Ms Lynette Pang, Executive Director, Entertainment, Sports & Arts and Enrichment of the STB who elaborated that LIVE! Singapore is supported by the Board’s ‘Business Events in Singapore’ incentive scheme. “By deliberately timing LIVE! Singapore with the well established Singapore Arts Festival in June, we hope to present both trade and leisure visitors with a deeper and more meaningful suite of lifestyle offerings. LIVE! Singapore will not only enhance Singapore’s annual events calendar but also enhance Singapore’s attractiveness as a compelling MICE and business destination.”

Local and international performing arts veterans have been invited to form a steering committee and an international advisory panel to provide strategic advice for LIVE! Singapore, ensuring that the event keeps up with the dynamic

community. The steering committee is chaired by Koelnmesse and IMG Artists and includes some of Singapore's leading arts managers such as Goh Ching Lee (director of CultureLink, former Festival Director of the Singapore Arts Festival and former Senior Director of Performing Arts at the National Arts Council, Singapore), Dr. Robert Liew (managing director of Arts Management Associates, a long time performing arts producer and arts advocate) and Venka Purushothaman (Vice-President (Academic) & Provost, LASALLE College).

Singapore, with its vision of becoming the "Renaissance City for the Arts" in Asia Pacific, is the ideal anchor location for LIVE! There are currently 7500 performances in Singapore annually, with major festivals such as the Singapore Arts Festival, Mosaic Festival and Singapore Sun Festival attracting the world's best artists and arts ensembles to the city. The "Renaissance City Plan" is now in its third phase, and expected to contribute EUR 54 million over the next five years to the development of content creation, towards a sustainable arts ecosystem and community engagement in the Arts.

Thien Kwee Eng, Director for Lifestyle, at the Singapore Economic Development Board said, "Rising affluence in Asia brings about tremendous new opportunities for the lifestyle sectors. As a multi-cultural global city in the heart of Asia with strong connectivity to the rest of the world, Singapore is fast becoming an attractive base for businesses seeking to access the growing lifestyle markets in Asia. With world-class infrastructure such as the Esplanade, key platforms like the Singapore Arts Festival and da:ns Festival hosting premieres of international productions, and local performing arts groups winning critical acclaim on the world stage, Live! Singapore will no doubt be a big boost to our position as an international focal point for the business of performing arts."

LIVE! Singapore is organized by Koelnmesse Pte Ltd, in association with IMG Artists and in partnership with the Singapore Tourism Board, Economic Development Board and the National Arts Council of Singapore. It will be held from 8 to 11 June 2010 at Resorts World Sentosa, Singapore.

### **About Koelnmesse**

Koelnmesse (Cologne Fairs) is one of the biggest trade fair companies in the world. Every year, Koelnmesse organises over 70 own trade events worldwide,

with leading trade fairs in 25 sectors. In the area of arts and culture, they organize ART COLOGNE, the oldest art fair worldwide; photokina, world's leading fair for photography and imaging; and gamescom, the largest interactive games and entertainment trade fair. Koelnmesse also founded POPkomm, the biggest entertainment fair in the world and is now working closely together with co/pop, the Cologne music fair and congress, to create a new entertainment event in Cologne. Koelnmesse Singapore is the regional headquarter for the Asia Pacific region.

### **About Resorts World Sentosa, Singapore**

Resorts World Sentosa, Singapore, is a new major S\$6 billion international entertainment destination that will open early in 2010 and houses six hotels, a casino, Universal Studios Singapore®, A Marine Life Park, an Experiential Museum and Water Park. LIVE! Singapore will be held on two floors of the venue's impressive conference centre above the Hard Rock Hotel as part of the new development. International delegates will have a multitude of great entertainment options both within and surrounding the LIVE! event.