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Performing arts community applaud inaugural LIVE! Singapore

International artists, agents, artist managers, venue and festival managers, other performing arts professionals and enthusiasts from 54 countries participated in LIVE! Singapore's debut.



LIVE! Singapore
8-11 June 2010
www.live-singapore.com.sg

The full program of LIVE! Singapore, the inaugural performing arts exchange, drew to a close yesterday with the finale public performance by the Academy of St. Martin in the Fields with Joshua Bell. The LIVE! Singapore program recorded a total of 5,471 participants from across the performing arts world, hailing from 54 countries from all continents of the world, through the LIVE! Trade Fair, Conference and Performances. The Performances included the various showcase performances onsite as well as offsite public performances by the Singapore Chinese Orchestra and the Academy of St. Martin in the Fields with Joshua Bell.

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The only professional event for the performing arts business of its scale in the region, LIVE! Singapore brought forth the latest trends and innovative works. The trade fair floor was abuzz with activity as buyers and sellers of performing arts and its related services networked and explored business opportunities.

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Over one hundred performing arts organisations were represented at the trade fair including venue owners, artist managers, performing arts groups and support services such as ticketing agents. Piotr Turkiewicz, Head of Music Management, National Forum of Music, a new world-class concert hall due to open in Wroclaw, Poland in 2012 said, "LIVE! Singapore is a great platform for the National Forum of Music to introduce ourselves to the community in Asia. It has been a unique experience for us and we've been able to speak to several contacts about our new concert hall as well as upcoming Jazz festival, Jazztopad."

A highlight of the LIVE! Trade Fair, the Artists' Area provided a platform for artists to network and explore possible collaborations. Dave Eggar, a cellist involved in the event expressed his excitement at performing for Asian audiences. "I am impressed by the personal contacts and opportunities to collaborate that I've had at LIVE! Singapore.

The future direction of music is about breaking boundaries between art forms and musical genre. The LIVE! Trade Fair is a rare opportunity for artists from the east and west to meet and I am grateful for the chance to be here,” said Eggar.

Robust dialogues to advance the business of performing arts

The LIVE! Singapore Conference gathered over 90 leading names in the global performing arts world. Speakers included heads of some of the world’s leading arts organisations including Sir Clive Gillinson from Carnegie Hall, Zarin Mehta from the New York Philharmonic, Robert Nederlander Jnr. From Nederlander Worldwide Entertainment, and Ioan Holender from the Vienna State Opera; and regional big names, such as Tim McFarlane from The Really Useful Company Asia Pacific, James Cundall from Lunchbox Productions, Tisa Ho from Hong Kong Arts Festival and Bernard Lanskey from the Yong Siew Toh Conservatory, the LIVE! Conference provided an excellent platform for professionals to exchange views and insights on the latest trends in performing arts.

Over the three days of the conference, each of which focused on Classical Music, Musical Theatre, and Jazz and World Music respectively, the topics discussed were wide-ranging. From how to increase the appeal of classical music among the young and music education, to structuring investment deals and arts funding, the conference sessions at LIVE! Singapore provided a platform for established names to share their insights and experiences, while also encouraging younger professionals to express their views.

Conversations centred on collaborations and the direction of the east-west performing arts exchange. The LIVE! Conference fostered in-depth discussions on trends prevailing in the performing arts markets of today as well as discussions on how the landscape of the arts could develop in the future. The LIVE! Symposium, "A-LIVE in a Digital World" discussed both negative and positive aspects of the impact that the digital and online world is having on the live performing arts. LIVE! Singapore is a timely platform for the performing arts world to discuss furthering their business and keeping up with technology and shifting audience preferences. More importantly, LIVE! Singapore also connected performing arts groups from both ends of the globe to facilitate future projects such as touring.

“The greatest value that I’ve derived from this conference is simply just by being here, in the same place with all these people from the industry. LIVE! Singapore is a great platform to get people from the region together and provided the opportunity for me

to get to know and speak to people whom I would otherwise not have gotten a chance to meet," said Tim McFarlane, Managing Director of The Really Useful Company Asia Pacific.

A platform for young talents

Notably, LIVE! Singapore featured an impressive line-up of accomplished young artists throughout the event. Tara L.Venkatesan, 15-year-old soprano prodigy from India, and Rose Hsien, 14-year-old violinist, performed in the afternoon session on day one, which was focused on classical music. Julia Abueva, already well-known from her many musical performances and named as one of the World's Most Talented Kids by Oprah said, "LIVE! Singapore is the perfect platform for me to explore opportunities to expand my musical career. I am so excited to have performed for audiences from all over the world. I also enjoyed connecting with other artists who are so accomplished in their own fields."

Julia Abueva enchanted audiences with tunes from hit musicals such as *Les Miserables*, *Annie* and *Dreamgirls* at the opening plenary of day two.

Each plenary session was preceded by star performances, orientating new audiences to the genre in discussion while reminding fans of the great talent, both established and emerging, in each field. Classical music was represented by Joshua Bell, award-winning violinist, while celebrated jazz singer Youn Sun Nah and classical guitarist Miloš Karadaglić lent their star power to the conference through spectacular performances on the final day of the conference.

Familiar favourite Brad Little, or more popularly known as "The Phantom" in *Phantom of the Opera*, commented, "I love being here and showing what Asian and Western musical theatre is all about." In addition to singing works from his days as the *Phantom of Opera*, Brad Little also treated the audience to songs from his new musical currently touring North Asia, *Dr Jekyll and Mr Hyde*.

Uncovering new talents

Upcoming artists and innovative works were also given a platform to showcase their talent to the international audience at LIVE! Singapore.

The debut of the *Princess of Mount Ledang*, an English version of the highly successful *Puteri Gunung Ledang the Musical* was showcased in the Main Hall. Originally a Malay

musical performed to full houses in Malaysia and Singapore, Enfiniti Vision Media put together a special showcase through a visually stunning 15-minute preview segment in English for the very first time.

Datin Seri Tiara Jacqueline, Managing Director of Enfiniti Vision Media commented, "Exporting arts and culture from the Asian region is a big challenge. LIVE! Singapore was a fantastic avenue for Malaysia to position ourselves as an emerging but promising player in the global arts and cultural scene. Enfiniti Vision Media is thrilled to have contributed to the vibrant showcase of Asian works at LIVE! Singapore while at the same time exploring opportunities to export ourselves to regional and western markets."

A successful debut for LIVE! Singapore

"We are proud to have staged the successful debut of LIVE! Singapore for the global performing arts community. From the encouraging participation we have registered for this event to the international media interest we have garnered, LIVE! Singapore is on the right track to establishing itself as a key performing arts event in the region and globally. Based on the enthusiasm expressed to us by the speakers, visitors and exhibitors at LIVE! Singapore this year, the wheels for next year's event are already in motion," said Mr Michael Dreyer, Vice President Asia Pacific, Koelnmesse, organizer of LIVE! Singapore.

"We appreciate the support from IMG Artists, the National Arts Council, Singapore Economic Development Board and the Singapore Tourism Board. We are also grateful for the endorsement from the local and international performing arts community, especially those who have lent their time and efforts on the International Advisory Panel and Steering Committee. With such strong support from the industry, we are confident that LIVE! Singapore 2011 will offer participants an even stronger content and bigger trade fair turnout," concluded Mr Dreyer.

For more information, please visit www.live-singapore.com.sg