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LIVE! Singapore raises the curtain on spectacular line-up of renowned performing arts experts

Stellar names from the world's best known institutions set to inspire and excite performing arts professionals across Asia

Arts enthusiasts are in for a thrill this June, as leaders of the performing arts world congregate on the city's shore for LIVE! Singapore, a four-day global performing arts exchange comprising a conference, trade fair and live performances.

Accomplished names from the world's best known performance arts brands will be attending LIVE! Singapore's debut, thus promising the arts community unprecedented access to the global stage. The names include Carnegie Hall, Stage Entertainment, New York Philharmonic, Nederlander Worldwide Entertainment, BBC Symphony Orchestra, China Philharmonic Orchestra, Singapore Chinese Orchestra, Vienna State Opera and Yong Siew Toh Conservatory of Music.

A constellation of stars

From Classical Music and Musical Theatre to Jazz and World Music, the LIVE! Conference will immerse participants in a different music genre each day. Beginning with exclusive performances by internationally renowned artists, participants can look forward to daily opening sessions, breakout sessions and presentations discussing the landscape, direction and issues relating to each music genre.

Performing at the opening session, and giving LIVE! Singapore an unforgettable inauguration is Joshua Bell, world-renowned and highly acclaimed classical music superstar. Having made his debut in the classical music scene at the age of 14, Bell today is best known for his wide and daring choices of repertoire, as he enchants audiences the world over with his violin. With over two decades of experience in the classical music circuit, Joshua will also participate in a number of interactive discussions within the LIVE! Conference.



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

Date
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Other star performers include celebrated Jazz artist Youn Sun Nah, who will delight audiences with her smooth jazz vocals at the opening session on Day Three; and award-winning French pianist Prisca Benoit, who will accompany Dr. Kamal Chémali in their performance and lecture titled *Music and the Brain*.

Inspiring new directions in creativity

Centered on bringing music to the communities, participants at the LIVE! Conference can look forward to mind-expanding sessions covering a variety of topics close to the hearts of performing arts professionals the world over. From 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, the spotlight will shine on the impressive line-up of international experts from across the performing arts industry.

Leading the ensemble of renowned names are Sir Clive Gillinson, Executive and Artistic Director of Carnegie Hall and Maestro Tsung Yeh, Music Director of the Singapore Chinese Orchestra (SCO), who will both speak at the opening session on Day One. With a focus on broadening the appeal of classical music to the masses and the future of classical music in the performing arts space, the opening session will feature an accomplished team of classical music luminaries in a panel discussion moderated by Dr. Marc Rochester, Performer, Educator and Writer with Gramophone Magazine (Review Panel).

Providing insights from their diverse vantage points, Day One of the LIVE! Conference will also feature classical music heavyweights such as Ioan Holender of the Vienna State Opera, Joyce Chiou of the Philharmonia Taiwan, Maestro Long Yu of the Beijing Music Festival, and Zarin Mehta of the New York Philharmonic.

The confluence of cultures – how Asia and the world interact

Recognized as a rapidly growing cultural center and a rich hot pot of artistic diversity, Asia is fast gaining attention in the arts world. Among the hot topics that will be explored at the LIVE! Conference is the coming together of Asian and Western musical arts forms, offering a unique experience to today's globalized audience.

Discussing the landscape of Asian Musical Theatre, Chunsoo Shin, Producer and President of Korea's OD Musical Company, will be speaking at the opening session on Day Two. As the producer of *Dreamgirls*, a multiple award-winning

Korean musical which is opening on Broadway in early 2011, Shin will share his insights on what the future of Asian musical theatre will look like and the development of the audience profile in an increasingly globalized Asia.

Continuing the discussion on engaging the Asian audience, Robert Nederlander, Jr, Founder and President of Nederlander Worldwide Entertainment, credited as the pioneer in bringing Western musical theatre to China, will offer a western perspective of the cultural industry in China. A major force in the live entertainment circuit for over a century, the Nederlander Group has enjoyed a successful foray into China's performing arts market and has since brought numerous well-known western blockbuster productions to the world's fastest growing economy. Following his session, Nederlander will be joined by James Cundall, one of the most experienced producers in Southeast Asia; Tim Lawson, Producer and Artistic Director of TML Enterprises in Australia; and Milan Rokic of Base Entertainment, in an interactive panel discussion on the challenges in producing and touring western musical theatre productions in Asian markets.

French Canadian Director Gilles Maheu will lead musical theatre producers from Asia in a panel discussion on their experiences in producing and staging successful musical theatre for audiences across Asia. Maheu, who brought the Chinese musical *Butterflies* and directed and toured the musical *Notre Dame de Paris* around the world, will be joined by Gaurav Kripalani of the Singapore Repertory Theatre; Tiara Jacqueline, producer of *Puteri Gunung Ledang*; and Toby Gough, producer of *Merchants of Bollywood*. Setting the stage for a robust discussion on the future of Asian musical theatre in the global arena, the producers will discuss their experiences in tailoring Asian musical theatre productions to cater to the western palate.

LIVE! Conference offers depth and breadth of topics

Other highlights from the exciting program include:

- **A study of how music can affect the human brain.** This much talked-about yet intriguing topic will be discussed in a special session led by Dr. Kamal Chémali, Managing Director and Neurologist from the Neurological Institute and Director of the Music and Medicine Program of the Cleveland Clinic. A musical genius who began studying the piano at the age of seven and having completed the Conservatoire National de Beyrouth program at the age of 17, Dr. Chémali marries his impressive musical foundation with neurology, which he majored in at

medical school. His deep belief in the power of music in connecting people and treating diseases led him to start the Doctor-Patient Music Connection Program at the Cleveland Clinic in 2005.

- **The future of Jazz and World Music:** Tom Schnabel, International World Music Consultant and Broadcaster with KCRW, the National Public Radio, USA, will be sharing his thoughts on the relevance of World Music as new music forms continue to broaden the field. In his session, Schnabel will discuss the future directions in World Music, the opportunities for World Music in Asia's emerging markets and how World Music can keep its appeal to young audiences.
- **The value of investing in culture:** John Holden, Visiting Professor, City University of London, will encourage participants to ponder on the value of arts and culture to society at large. In his session, Holden will set forth arguments for government investment in the arts and analysis on the symbiosis of culture, politics and economics.

"We are excited about how LIVE! Singapore is shaping up. We are confident that this inaugural performing arts event in Singapore will be filled with surprises for audiences and participants alike. With a total of 18 presentations over three days at the LIVE! Conference, performing arts professionals in the region and beyond can look forward to mind-expanding discussions that are set to inspire further artistic creativity and push the possibilities in performing arts," said Michael Dreyer, Vice President Asia Pacific of organizer Koelnmesse.

LIVE! Singapore, organized by Koelnmesse, in association with IMG artists, 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. LIVE! Singapore will be taking place from 8 to 11 June 2010 at the Resorts World Convention Centre, Singapore. Held parallel to the annual Singapore Arts Festival, LIVE! Singapore 2010 is expected to attract 1,500 leading performing artists, practitioners, managers, producers, agents and executives from around the world.

To register for the LIVE! Conference and for more information on LIVE! Singapore visit www.live-singapore.com.sg