



# IQ

Issue 46

**LIVE MUSIC INTELLIGENCE**

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## **A Schuere Bet**

*Herman Schueremans on making musical careers*

## **25 YEARS OF... VENUES**

*Quarter of a century of developing music's bricks and mortar*

## **Through Space and Time**

*Prepare to be transported through time at ILMC 25*

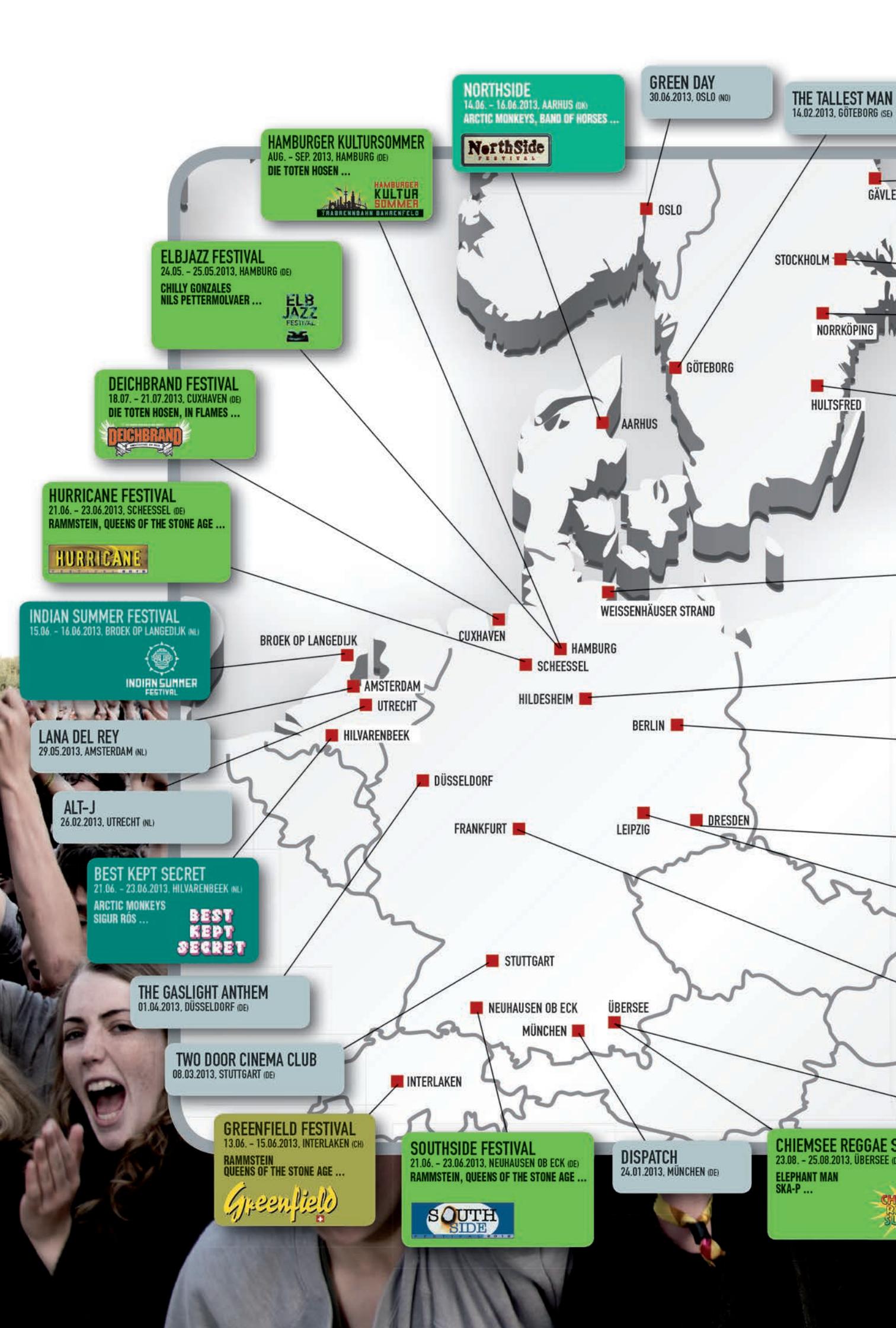
## **SWITZERLAND**

*There's more to the Swiss than just festivals*

## European **Arena Report** 2013



**WHAT DOES THE FUTURE HOLD FOR MUSIC?** HARVEY GOLDSMITH  
**TENDING THE GRASS ROOTS** ANDY INGLIS  
**REGULATING THE REGULATORS** OKAN TOMBULCA  
**FLEXIBILITY IS KEY** NATASHA BENT  
**FORCE MA-WHAT?!** MARTIN GOEBBELS  
**KNOW WHEN TO HOLD AND WHEN TO FOLD** MICHAEL HOSKING



**NORTHSIDE**  
14.06. - 16.06.2013, AARHUS (DK)  
ARCTIC MONKEYS, BAND OF HORSES ...  
**NorthSide**  
FESTIVAL

**GREEN DAY**  
30.06.2013, OSLO (NO)

**THE TALLEST MAN**  
14.02.2013, GÖTEBORG (SE)

**HAMBURGER KULTURSOMMER**  
AUG. - SEP. 2013, HAMBURG (DE)  
DIE TOTEN HOSEN ...  
**HAMBURGER KULTUR SOMMER**  
TRAUBENBAHN BAHRENFELD

**ELBJAZZ FESTIVAL**  
24.05. - 25.05.2013, HAMBURG (DE)  
CHILLY GONZALES  
NILS PETTERMOLVAER ...  
**ELB JAZZ**  
FESTIVAL

**DEICHBRAND FESTIVAL**  
18.07. - 21.07.2013, CUXHAVEN (DE)  
DIE TOTEN HOSEN, IN FLAMES ...  
**DEICHBRAND**

**HURRICANE FESTIVAL**  
21.06. - 23.06.2013, SCHEESSEL (DE)  
RAMMSTEIN, QUEENS OF THE STONE AGE ...  
**HURRICANE**

**INDIAN SUMMER FESTIVAL**  
15.06. - 16.06.2013, BROEK OP LANGEDIJK (NL)  
**INDIAN SUMMER**  
FESTIVAL

**LANA DEL REY**  
29.05.2013, AMSTERDAM (NL)

**ALT-J**  
26.02.2013, UTRECHT (NL)

**BEST KEPT SECRET**  
21.06. - 23.06.2013, HILVARENBEEK (NL)  
ARCTIC MONKEYS  
SIGUR RÓS ...  
**BEST KEPT SECRET**

**THE GASLIGHT ANTHEM**  
01.04.2013, DÜSSELDORF (DE)

**TWO DOOR CINEMA CLUB**  
08.03.2013, STUTTGART (DE)

**GREENFIELD FESTIVAL**  
13.06. - 15.06.2013, INTERLAKEN (CH)  
RAMMSTEIN  
QUEENS OF THE STONE AGE ...  
**Greenfield**

**SOUTHSIDE FESTIVAL**  
21.06. - 23.06.2013, NEUHAUSEN OB ECK (DE)  
RAMMSTEIN, QUEENS OF THE STONE AGE ...  
**SOUTH SIDE**  
FESTIVAL

**DISPATCH**  
24.01.2013, MÜNCHEN (DE)

**CHIEMSEE REGGAE S**  
23.08. - 25.08.2013, ÜBERSEE (DE)  
ELEPHANT MAN  
SKA-P ...  
**CHIEMSEE**

BROEK OP LANGEDIJK

CUXHAVEN

WEISSEHÄUSER STRAND

AMSTERDAM

UTRECHT

HILVARENBEEK

DÜSSELDORF

FRANKFURT

LEIPZIG

DRESDEN

STUTTGART

NEUHAUSEN OB ECK

MÜNCHEN

ÜBERSEE

INTERLAKEN

OSLO

GÖTEBORG

AARHUS

STOCKHOLM

NORRKÖPING

HULTSFRED

GÄVLE

ON EARTH

**GETAWAY ROCK FESTIVAL**

08.08. - 10.08.2013, GÄVLE (SE)

IN FLAMES  
DEEP PURPLE ...



**JUSTIN BIEBER**

22.04. & 23.04.2013, STOCKHOLM (SE)

**BRÄVALLA FESTIVAL**

27.06. - 29.06.2013, NORRKÖPING (SE)

RAMMSTEIN  
GREEN DAY  
AVICHI ...



**HULTSFRED FESTIVAL**

13.06. - 15.06.2013, HULTSFRED (SE)

ARCTIC MONKEYS, PORTISHEAD ...



**ROLLING STONE WEEKENDER**

22.11. - 23.11.2013, WEISSENHÄUSER STRAND (DE)



**MERA LUNA FESTIVAL**

10.08. - 11.08.2013, HILDESHEIM (DE)

NIGHTWISH, HIM ...



**MUMFORD & SONS**

02.04.2013, BERLIN (DE)

**DEAD CAN DANCE**

16.06.2013, DRESDEN (DE)

**HIGHFIELD FESTIVAL**

16.08. - 18.08.2013, LEIPZIG (DE)

DIE ÄRZTE ...



**THE AUSTRALIAN PINK FLOYD SHOW**

28.04. & 29.04.2013, FRANKFURT (DE)

**CHIEMSEE ROCKS**

21.08.2013, ÜBERSEE (DE)

DIE ÄRZTE ...



SUMMER

(DE)

CHIEMSEE  
ROCKS  
SUMMER

# FESTIVALS AND A SELECTION OF UPCOMING SHOWS 2013

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# CONTENTS

## News

### 20 In Brief

The main headlines over the last two months

### 21 In Depth

Key stories from around the live music world

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## Features

### 3 A Journey Through Space and Time

Prepare to be transported through time at ILMC 25

### 38 A Schuere Bet

Herman Schueremans talks about making musical careers

### 56 European Arena Report 2013

Another year of growth for our major venues business

### 66 25 Years of... Venues

Quarter of a century of developing music's bricks and mortar

### 74 Market Report: Switzerland

There's more to the Swiss than just festivals

---

## Comments and Columns

### 30 What Does the Future Hold for Music?

Harvey Goldsmith asks where are the acts to fill our state-of-the-art venues?

### 31 Tending the Grass Roots

Andy Inglis urges for more support to help our small venues

### 32 Regulating the Regulators

Better communication and education would benefit all, states Okan Tombulca

### 33 Flexibility is Key

Keeping an eye out for opportunity will open doors for acts, believes Natasha Bent

### 34 Force ma-what?!

Martin Goebbels wants more clarity when it comes to show contracts

### 36 Know When to Hold and When to Fold

Michael Hosking draws parallels with promoting and Asia's love of gambling

### 84 In Focus

Conferences, accolades and hirsute road crew

### 86 Your Shout

Memories of Claude Nobs and Henning Tögel



3



38

## European Arena Report 2013

56



66



74



## NEW YEAR, NEW CATASTROPHE

Ten years on from the Rhode Island death blaze, history repeats itself, writes **Gordon Masson**, with even more devastating consequences...

LOOKING BACK THROUGH some of the editorial columns that have been written in *IQ*, the number of times that we've been compelled to talk about people losing their lives at live music events is nothing short of shocking. Unfortunately, 2013 is already proving to be no different, following January's nightclub fire in a Brazilian city that claimed 238 lives and injured scores more.

Regardless of the club's inferior safety arrangements, it appears that the blaze was caused by a band using pyro effects on stage, meaning the tragedy was easily avoidable. No doubt the circumstances of the inferno will be pored over in the coming weeks and months, and the Brazilian government will probably be forced to introduce stricter guidelines for clubs and venues ahead of the World Cup next year and the Olympics in 2016. But that's not enough.

I'm not naïve enough to think that there will ever be a global standard agreed upon, let alone adopted, to cover the use of equipment, be that pyro or anything else, in small venues. But surely prosecuting people for using illegal effects, or using pyro without a proper licence – even if people are not hurt – isn't too much to ask?! However, I fear many more column inches in *IQ* will be devoted to the needless deaths of music fans.

It'll be interesting to hear any potential solutions suggested by safety experts, during ILMC and its associated production meetings next month, to make sure such an accident doesn't happen again.

Speaking of ILMC, as usual, in our March issue, we have a full ILMC guide (see page 3), and as this year marks the gathering's 25<sup>th</sup> anniversary, make sure you start planning which sessions and activities

most appeal to you, because at press time, the conference was close to being sold out, and events were filling up fast.

Also in this issue, we run our annual health check of Europe's major venues, (on page 56) and without wanting to give too much away, the continent's arenas enjoyed growth numbers in 2012, but it was a mixed bag in terms of the most successful shows.

Our latest feature looking back across the past 25 years, concentrates on the evolution of the venues sector worldwide, and Christopher Austin talks to a number of veteran execs around the globe about the continuing development of their business (page 66).

On the back of affable promoter Herman Schueremans picking up a lifetime achievement award from the European Festival Awards, the straight-talking Belgian talks about his approach to life (see page 38) and just how he managed to transform a cultural backwater into a touring mainstay for international acts.

Speaking of popular destinations for international acts, Adam Woods revisits Switzerland (page 74) to discover that the usually robust economy has not been completely immune from the economic reality affecting neighbouring countries, but demand for festivals still remains high.

Elsewhere, we lament the passing of industry legends Claude Nobs. and Henning Tögel. Both men were great supporters of ILMC and there will be tributes made to them during the March 8-10 event. But for any of you unable to make this year's conference, we hope our obituaries to Claude and Henning and some of their colleagues' memories in Your Shout (page 86), give a measure of the friends we have lost. ●



### Issue 46

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#### IQ Magazine

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## Christchurch venues thrive following quake

Two years after a huge earthquake that devastated large parts of Christchurch in New Zealand, entertainment facilities in the city have returned to normal, thanks to the efforts of CBS Canterbury Arena and its staff.

In the immediate aftermath of the February 2011 earthquakes, the arena remained open and operational and was able to initially offer search and rescue teams valuable space as an operational planning and assembly point. In the months following, the arena provided interim space for various events that would traditionally have used inner city venues such as the town hall and the convention centre. These include meetings and conferences; several local cultural performances; secondary school and university ceremonies and balls; and smaller ticketed events.

“The conventional configurations of the arena were designed to house much larger events meaning the operations team have established and practised various options to better accommodate these smaller events, including an intimate concert-mode,”

says business development manager, Turlough Carolan. “These smaller events run on a much longer lead time than ticketed events, meaning the arena’s previous core business of large-scale concerts and sporting events have at times struggled to find availability. However, in the two years since the February quake the arena has played host to performances such as Placido Domingo, Mumford and Sons, The Wiggles, Slash, Kenny Rogers and Ringo Starr.”

Now, with thousands of people moving into the city for the rebuild and the established community looking for that sense of normality, Carolan adds that the continued support of promoters is key in the redevelopment of Christchurch. With a concert seating capacity of 9,000, CBS Canterbury Arena is one of the country’s largest purpose-built indoor sports and entertainment venues, only 15 minutes from Christchurch International Airport. Built in 1998, it plays host to sporting teams, world-renowned artists, exhibitions, gala dinners and special events.



PROVIDING A STARK reminder that the London Olympics are not the only sports event that can benefit production companies, JSA constructed the main objects for a show in the 12,000-capacity Bolshoy Ice Palace, in the Russian city of Sochi, to mark the one-year countdown to the 2014

Winter Olympics. More than €13billion has reportedly been allocated to the Games’ budget and during the lavish 7 February ceremony, JSA’s stages hosted the likes of Russian president Vladimir Putin and president of the International Olympic Committee, Jacques Rogge.

## TAG Announces UK Expansion Plans

THE AGENCY GROUP (TAG) has promoted Paul Ryan, Natasha Bent and Heulwen Keyte to the positions of vice-president. All three previously acted as agents within the company and their step up the ladder coincides with further expansion of the group, which includes a new UK-based literary division.

The new UK literary division will be headed by Jonathan Conway, with Juliet Mushens joining as a literary agent. Based in TAG’s London office, the new division will work alongside the company’s existing literary agent in New York.

Conway has been a literary agent since 2004, managing the publishing careers of a growing list of high-profile media, cookery, music and sports personalities. Mushens began her career in fiction marketing at HarperCollins in 2008. After joining PFD in 2010

she became an agent in 2011 and represents a diverse and growing list of fiction and non-fiction writers from big brands to exciting debut writers

On the music side, Ryan has been instrumental in developing the careers of acts including Bullet For My Valentine, Bring Me The Horizon, In Flames, Lamb of God, Trivium, and Killswitch Engage; Bent’s clients include The Knife, Foals, Amy Macdonald, Gotye, Foster the People, Cage the Elephant and First Aid Kit; and Keyte’s roster of clients includes Katherine Jenkins, David Garrett and Alfie Boe.

TAG CEO, Neil Warnock, says: “Having such talented people joining Geoff [Meall] in the management of the UK company will ensure that The Agency Group will continue to be an outstanding powerhouse of talent in Europe and across the world.”

Metallica at CBS Canterbury Arena



# MUSIC UNITES!

*thank you, Herman*

LIVE NATION®

*Yo, Jacob, Nadia, Nele, Jan-Roel, Peter, Sieglinde, Filip, Stijn, Riet,  
Barbara, Anneke, Nicolas, Geert, Dorothee, Marianne, Lotte, San, Tom,  
David, Teddy, Philippe, Denis, Glynis, Koen, Sarah, Jan, Charlotte,  
Tom, Philippe, Tarik, Roel, Valerie, Kris, Maaike & Christian*

