



PRG Live Entertainment Award

LEA

präsentiert von **prolight+sound** & **musikmesse**

2017

## 12th PRG Live Entertainment Award on 3 April 2017: Cause for celebration after a difficult year for event organisers

The German-speaking world's music and live entertainment scene will be getting together on Monday, 3rd April 2017 at the Festhalle Frankfurt for the 12th edition of the PRG Live Entertainment Awards. More than 1,200 guests are expected at the renowned awards gala in the concert hall at the event grounds in Frankfurt. The coveted LEA trophies will be awarded to event organisers, managers, agents and venue operators for excellent achievements in 15 categories.

2017 will be looking back on a year that was, according to Prof. Jens Michow, Managing Director of LEA Veranstaltungen GmbH and Executive Producer of the awards gala, "particularly difficult" for event organisers. "The efforts to protect against the risk of terror attacks and the extreme weather that caused several festivals to be cancelled and brought about complex liability-related issues made 2016 an unprecedentedly challenging year," said Michow. "The fact that event organisers handled these challenges so professionally presents a real cause for celebration at this year's awards gala".

### A new category – nominations for breakthrough artists and old masters

The LEA jury, composed of media representatives and industry practitioners from Germany, Austria and Switzerland, reviewed around 500 concerts and shows in the 2016 season and chose nominations for the 15 prize categories. This year, there will be a new category at the PRG Live Entertainment Awards, as the category "Arena/Stadium Tour of the Year" has been split up. Due to the large number of high-quality events in stadiums and large halls, separate categories have been introduced to recognise them more specifically. While the nominations for these two LEAs were announced later than the rest, the selection of the best concert tours at mid-sized venues (capacity: 2,000 to 5,000 visitors) have already been decided: For **Concert Hall Tour of the Year**, the competitors are **Landstreicher Booking** with the "Hurra die Welt geht unter" Tour by the Berliner hip-hop group **K.I.Z** and **Sector3 Media** as well as the "Tape Tour" by breakthrough artist **Mark Forster** and concert tours by three old masters in different genres: Also in the running for the LEA are tours organised by **Semmel Concerts** for the 40th anniversary of **Niedeckens BAP** and **Wizard Promotions** with the thrash metal pioneers **Slayer** and their "Repentless World Tour". Comedy veteran **Otto Waalkes** is also nominated: With the motto "Holdrio Again" he organised his own tour and filled the halls together with his music publishing house, **Rüssl Musikverlag**.





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### SonneMondSterne set to win second LEA

The nominations have been decided for two other LEA 2017 categories. In the category of **Festival of the Year**, the creators of **SonneMondSterne** in Saalburg might have their second win after their 2007 trophy. **Seekers Event GmbH** presented the 20th installation of the electronic music festival last year. However, the SMS festival has strong competition: **Lollapalooza Berlin**, presented by a joint venture of the **Hörstmann Group** with the British promoter **Festival Republic (FRHUG)**, as well as **Open Air St. Gallen** and the Austrian folk music and Schlager festival **Wenn die Musi spielt** by **Show Factory Entertainment** and **adlmann promotion** are among the jury selections. Three candidates from three countries are among the nominees for **Club of the Year**: The club **Capitol Hannover** has a shot at winning over the jury, as well as **Posthof** in **Linz** (Austria) and **Mühle Hunziken** in Rubigen (Switzerland).

### A new face for the gala - transformable stage design

The PRG Live Entertainment Gala isn't just a platform for recognising excellent achievements in event organisation; in past years it has set the benchmark for spectacular events in its own right.



Max Giesinger



DDC

The TV-moderator Ingo Nommsen, who will be moderating the LEA for the sixth time this year, will be introducing top-class acts like **Max Giesinger** and the **Dancefloor Destruction Crew (DDC)** as well as many other prominent entertainers on a spectacular stage at the Frankfurter Festhalle.



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The company **bright!** and the renowned lighting designer **Jerry Appelt** (Eurovision Song Contest, Wacken Open Air), have once again been working in close cooperation with **PRG XL Video** to create the stage and lighting design. The 2017 LEA stage concept is based on 45 separate colour elements that are presented as both projections and LED walls. This makes the stage design highly transformable. A total of more than 250 square metres of high-resolution LEDs, more than 800 intelligent lights and 520,000 ANSI lumens of projection output will fill the stage. "We want to once again stay true to our calling by giving the LEA a new face this year", said the Gala producer Prof. Jens Michow. "We'll be showing the world that we never stop making our presentations better and better".

### Continued cooperation with First Climate

For the first time last year, the organisers of the German Live Entertainment Award made their gala climate-neutral. In 2017, LEA organisers will be continuing their successful cooperation with the Frankfurt-based climate protection and sustainability provider First Climate. This year, energy used for the gala will be "greened" for the first time. The organisers will compensate for unavoidable emissions, such as those created by guest travel or materials transport, by supporting climate protection projects: Through First Climate, the LEA organisers have been supporting a project to provide Indian families with biogas as well as a water power project in the Indian state of Himachal Pradesh. "Climate and environmental protection play a central role for us", says Prof. Jens Michow, managing director of LEA Veranstaltungen GmbH. "As part of our sustainability strategy, we are working with First Climate to optimise the LEA's climate footprint step by step".



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## Official opening of Musikmesse Frankfurt and prolight + sound

As in past years, the PRG Live Entertainment Awards gala will also serve as the opening event for the Musikmesse Frankfurt (5 - 8 April 2017) and the event technology show prolight + sound (4 - 7 April). The LEA, one of the most important cultural awards in the German-speaking world, is sponsored by the LEA Committee e.V., the Bundesverband der Veranstaltungswirtschaft ("German Federal Association of Event Organisers", bdv), the Verband Deutscher Konzertdirektionen ("Association of German Concert Managers", VDKD) and many businesses in the German event organisation industry. LEA Veranstaltungs GmbH is hosting the event in Frankfurt on behalf of the sponsoring association.

## The Categories

### 2017 wird der PRG LEA in 15 Kategorien vergeben:

STADION-TOURNEE DES JAHRES 2016

ARENA-TOURNEE DES JAHRES 2016

HALLEN-TOURNEE DES JAHRES 2016

CLUB-TOURNEE DES JAHRES 2016 präsentiert von Ströer

FESTIVAL DES JAHRES 2016 präsentiert von PRG

KONZERT DES JAHRES 2016

SHOW DES JAHRES 2016

VERANSTALTER DES JAHRES 2016

KÜNSTLER- / NACHWUCHSFÖRDERUNG DES JAHRES 2016

KÜNSTLERMANAGER / -AGENT DES JAHRES 2016

ÖRTLICHER VERANSTALTER DES JAHRES 2016

CLUB DES JAHRES 2016

HALLE / ARENA DES JAHRES 2016

PREIS DER JURY 2016

PREIS FÜR DAS LEBENSWERK 2016



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The nominees for three categories have been decided: (the order is alphabetical, not a ranking!)

### Hallen-Tournee des Jahres 2016

Schwerpunkt der Jury: kleinere Hallen mit einer Kapazität von 2.000 bis 5.000 Besuchern

- K.I.Z – „Hurra die Welt geht unter – Tour 2016“ | Landstreicher Booking GmbH
- Mark Forster – „Tape Tour 2016“ | Sector3 Media GmbH
- Niedeckens BAP – „Jubiläumstour 2016“ | Semmel Concerts Entertainment GmbH
- Otto Waalkes – „Holdrio Again – Tour 2016“ | Rüssl Musikverlag GmbH
- Slayer – „Repentless World Tour 2016“ | Wizard Promotions Konzertagentur GmbH

### Festival des Jahres 2016 (präsentiert von PRG)

- Lollapalooza Berlin | FRHUG Festival GmbH & Co. KG
- Open Air St. Gallen (Schweiz) | OpenAir St. Gallen AG
- SMS – Sonne Mond Sterne, Saalburg-Ebersdorf | Seekers Event GmbH
- Wenn die Musi spielt, Bad Kleinkirchheim (Österreich) | Show Factory Entertainment GmbH / adlmann promotion GmbH

### Club des Jahres 2016

- Capitol, Hannover | Capitol Veranstaltungs- und Gastronomie GmbH
- Mühle Hunziken, Rubigen (Schweiz) | Mühle Hunziken Konzert AG
- Posthof, Linz (Österreich) | Posthof – Zeitkultur am Hafen

Images of such items as the PRG logo and the LEA trophy can be found at <http://lea-verleihung.de/medien/downloads/>

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