



11th PRG Live Entertainment Award in the Festhalle in Frankfurt on 4 April 2016

A star-studded evening to resonate with the crowds

The Festhalle in Frankfurt am Main will once again be *the* live entertainment and music hub for German-speaking Europe on the 4th of April 2016 when it hosts the German Live Entertainment Awards ceremony gala. The organisers presented some initial details at a news conference at Frankfurt's Gibson Live Music Club on Thursday the 10th of March. The first LEA award winner has already received the trophy, a highly coveted distinction in the entertainment industry.

More than 1,300 guests anticipated

As this year's LEA gala kicks off, organisers are expecting the one-of-a-kind technology on stage at the Festhalle - the concert venue of the Messe Frankfurt fairgrounds - to draw a crowd of 1,300. The German Live Entertainment Award recognises outstanding event achievements, managers, agents, and venue operators of the past season across German-speaking Europe. Once again this year the awards ceremony will also officially kick off the Musikmesse exhibition and the event technology fair Prolight + Sound. "Musikmesse, Prolight + Sound and the Live Entertainment Award have returned to make Frankfurt the hub of the live entertainment and music industry," commented Detlef Braun, managing director of Messe Frankfurt, at the Gibson news conference. "As a trade fair organiser, not only do we appreciate the synergies that make this a win for everyone involved, we also like the glamorous opening that the LEA creates for the trade fair week. Together, the events reveal the creative, technical and economic potential inherent in our industry in a striking manner."

The success of the 2015 season of events

Prof. Jens Michow, chairman of the Federal German Association for the Concert and Promoters Business (bdv) and producer of the LEA gala, took a look back at the past year of events, the focus of the LEA awards ceremony. "We have seen another successful season with numerous national and international highlights," he said. "I am especially pleased that this year the PRG Live Entertainment Award will also recognise events and organisers in Austria and Switzerland." "Frankfurt am Main is a cosmopolitan city that offers excellent, fertile ground for creative types," declared Councillor Markus Frank (Head of Business, Sport, Security and Fire Services for the City of Frankfurt). "Here you can find not only companies of different sizes in a wide range of business sectors, but also a great deal of inspiration from its international arts and cultural scene. That's precisely why the PRG Live Entertainment Award is such a good fit for this city." Michow, Frank and Braun took questions from reporters, joined by Stefan Zarges (vice president of the LEA Committee e.V.), Dr. Peter Urban (spokesman for the LEA judges' panel) and TV journalist Ingo Nommsen, who is presenting the LEA gala this year for the fifth time.

Live music: from Glasperlenspiel to Santiano and Niedeckens BAP

Of course, no entertainment awards ceremony would be complete without the music playing a starring role – and naturally, it has to be live at the LEA. This year as well, the organisers managed to gather an array of stars for the LEA gala. The Festhalle stage will feature Kölsch rockers Niedeckens BAP, marking their 40th anniversary as a band in 2016, along with the electro-pop duo Glasperlenspiel, the symphonic metal newcomer Beyond the Black, the Northern German folk-pop band Santiano and Swiss singer/songwriter Sophie Hunger. This year marks the premiere of live-only intro music and interludes provided by the Berlin Show Orchestra. Twelve artists from the Circo Nacional de Cuba will be flown in by express for the LEA. It will offer the LEA audience excerpts from its "Havana Nights - Dinner Show" presented last year in Hamburg and Leipzig. Another highlight of the event will be the performance of the renowned Hamburg pianist Joja Wendt with his danceable piano renditions. Topping off the awards ceremony and cheering award winners on will be a selection of celebrities, including past DSDS honouree and current musical star Alexander Klaws, the German pop band Gleis 8 with former Rosenstolz vocalist AnNa R., the Hamburg musician, presenter and stadium announcer Lotto King Karl as well as British New Wave sensation Orchestral Manoeuvres in the Dark (OMD) and pop icon Roland Kaiser.

'Klasse!' – Winner of first place chosen

Some three weeks ahead of the gala at the Festhalle, the LEA organisers announced the first of the award winners – 14 in all – at the press conference: Daniel Keding, CEO of event organisers Singen e.V., accepted the distinction in the **Artist / Newcomer Promotor of the Year** category for the "Klasse! Wir singen" (Awesome! We're singing) launched and implemented by his organisation. The aim of the initiative, started in 2007, was to encourage children to develop singing at school, in their free time and at home a lifelong habit. "'Klasse! Wir singen' is the first exposure many children have to the world of music," said Prof. Jens Michow. "At a time when music teaching is being increasingly de-emphasized, this project sets an example that I am pleased to see the LEA judges recognising."

AC/DC face off against three German competitors

Alongside the first-prize winner, the nominations in ten different LEA categories are now known. Seven of them have already been publicised in recent weeks, and the German Live Entertainment Award organisers announced three more at the press conference. One of these is the **Arena / Stadium Tour of the Year** category, traditionally a gathering point for big names in German and international music. 2016 is no exception: United Promoters and its gigantic open-air tour of Australian hard rockers AC/DC are in the running. Vying with them on a similar scale is German hit superstar Helene Fischer and her "Farbenspiel" concert tour, which drew crowds of 850,000 last summer. The tour's organiser Semmel Concerts and manager Uwe Kanthak have been nominated for the LEA. Completing the quartet of finalists chosen by the jury are the DEAG subsidiary Grünland Family Entertainment with Peter Maffay's "Wenn das so ist" tour and Hamburg agency Buback Konzerte, which has stepped up into the big league with the electro-punk band Deichkind ("Niveau Weshalb Warum").

Between the Laeishalle and the Red Bull Ring

AC/DC also has a show in the category **Concert of the Year**: United Promoters and LS Konzertagentur were nominated for the 2016 LEA for the concert by Angus Young and his band at the Red Bull Ring in Spielberg, Austria. On a smaller scale but equally prize-worthy, was when the Marek Lieberberg Concert Agency presented artist James Taylor in Hamburg's venerable Laeishalle. With its open-air show "Kaisermania", Semmel Concerts presenting Roland Kaiser at Dresden's Elbufer venue ranks amongst the judges' finalists, as does MCT for the Kraftwerk concerts at the Neue Nationalgalerie in Berlin, Buback Konzerte for Samy Deluxe at Hamburg's Stadtpark and Wizard Promotions in cooperation with the Marek Lieberberg concert agency for U2 at the Mercedes-Benz Arena in Berlin.

Eurovision Song Contest in Vienna also nominated

Five musicals, music shows and club events are competing for the LEA in the Show of the Year category. The nominees are BB Promotion for "Bodyguard – The Musical", Stage Entertainment for "Disney's Aladdin – The Musical", the heads of ORF (TV Director Kathrin Zechner, General Director Alexander Wrabetz, Executive Producer Edgar Böhm and Event Manager Pius Strobl) for the Eurovision Song Contest in Vienna, agenda production for the production of "Havana Nights – Dinner Show" and agency B.o.A. from Düsseldorf, for the tour of Serdar Somuncu titled "H2 Universe".

Climate-Neutral LEA – in collaboration with First Climate

Starting from 2016, the German Live Entertainment Award will be climate-neutral. This is the aim of a cooperative effort between the gala organisers and Frankfurt-based First Climate AG, which has worked on behalf of businesses in the areas of climate neutrality, water management and green energy for the past 15 years. As a first step, the event's carbon footprint will be calculated – in other words, the greenhouse gases generated by attendees' travel to the venue, transport of materials, energy consumption on-site and catering. In a second step, a climate protection project certified yearly by independent auditors will offset this footprint. The LEA organisers have settled on the "Clean biogas for Indian households" project, which First Climate developed in cooperation with the Deutsche Gesellschaft für Internationale Zusammenarbeit [German Society for International Cooperation] (GIZ) GmbH. "Ecological measures not only aid in environmental protection, they also deliver tremendous cost savings," says Prof. Jens Michow, CEO of LEA Veranstaltungen GmbH. "As the Federal German Association for the Concert and Promoters Business and organisers of this award ceremony, we want to use the power of our event to have a positive impact on market players and encourage them to follow our lead."

The categories

In 2016, the PRG LEA will be awarded in 14 categories:

ARENA / STADIUM TOUR OF THE YEAR 2015

CONCERT HALL TOUR OF THE YEAR 2015

CLUB TOUR OF THE YEAR 2015 presented by Ströer

FESTIVAL OF THE YEAR 2015 presented by PRG

CONCERT OF THE YEAR 2015

SHOW OF THE YEAR 2015

EVENT ORGANISER OF THE YEAR 2015

ARTISTS / YOUTH PROMOTION OF THE YEAR 2015

ARTIST MANAGER / AGENT OF 2015

LOCAL ORGANISER OF THE YEAR 2015

CLUB OF THE YEAR 2015

CONCERT HALL / ARENA OF THE YEAR 2015

JURY AWARD 2015

LIFETIME ACHIEVEMENT AWARD 2015

In the following category the winner of the PRG Live Entertainment Award 2016 is certain:

Artists / Youth Promotion of the Year 2015

- Klasse! Wir singen | Singen e. V.

The nominees for ten categories have already been announced: (alphabetical order, no ranking!)

Concert Hall Tour of the Year 2015

Focus of the jury: Smaller concert halls with a capacity of 2,000 to 5,000 visitors

- Chilly Gonzales – “2015 CG & Kaiser Quartett” | Karsten Jahnke Konzertdirektion GmbH / Konzertbüro Schöneberg GmbH
- Fettes Brot – “Teenager from Mars” | KKT GmbH - Kikis kleiner Tourneeservice
- Five Finger Death Punch & Papa Roach - “Got Your Six Tour 2015” | Wizard Promotions Konzertagentur GmbH
- Rise Against - “Tour 2015” | x-why-z Konzertagentur GmbH & Co. KG
- Tedros Teclebrhan – “Teddy-Show” | Ralph Schiller

Festival of the Year 2015 presented by PRG

Theme: New festivals

- A Summer’s Tale, Luhmühlen | FKP Scorpio Konzertproduktionen GmbH
- Parookaville, Weeze | Parookaville GmbH
- Rock in Vienna, Donauinsel Vienna | Blue Moon Entertainment GmbH

Club of the Year 2015

Theme: Anniversary clubs

- Arena, Vienna, Austria | Forum Wien-ARENA
- Große Freiheit 36, Hamburg | MGB Musikladen Gastronomie Betriebs-GmbH
- Z7, Pratteln, Switzerland | Z7 Konzertfabrik

Concert hall / Arena of the year 2015

Theme: Small open air venues with a capacity of 2,000 to 7,500 visitors

- Amphitheater, Gelsenkirchen | ENTERTAINMENT ONE GmbH
- Grafenegg, Wien, Austria | Grafenegg Kulturbetriebsgesellschaft mbH
- Live At Sunset, Zürich, Switzerland | Impact Music Inc.
- Stadtpark, Hamburg | Karsten Jahnke Konzertdirektion GmbH

Artists' Manager / Agent of the Year 2015

- Nicolas Gundel | Hamburg Artist Management GmbH
- Timo Holstein | eigenARTEvents.com
- Ulf Wenderlich | valiart management

Club tour of the year 2015 presented by Ströer

Focus of the jury: Clubs with a capacity up to 2,000 visitors

- AnnenMayKantereit – „Tour 2015” | Landstreicher Booking GmbH / Selective Artists (*a division of a.s.s. concerts & promotion GmbH*)
- Glen Hansard - „Didn’t He Ramble Tour“ | Selective Artists (*a division of a.s.s. concerts & promotion GmbH*)
- Kovacs - „Shades of Black Tour“ | Neuland Concerts GmbH
- Sophie Hunger - „Supermoon Tour 2015“ | Prime Tours & Promotion GmbH
- Wanda – „Bussi Tour“ | Four Artists Booking Agentur GmbH
- Wirtz - „Auf die Plätze, Fertig, Los Tour“ | Four Artists Booking Agentur GmbH

Local organiser of the year 2015

Based on the vote of 25 German tour organisers

- BB Promotion GmbH - The Art of Entertainment, Mannheim
- Bernd Aust KulturManagement GmbH, Dresden
- Handwerker Promotion e. GmbH, Unna

Arena / Station Tour of the Year 2015

Focus of the jury: Arena / stadia with capacity from 5.000 visitors

- AC/DC - "Rock or Bust World Tour" | United Promoters AG
- Deichkind – „Niveau Weshalb Warum Tour 2015“ | BUBACK Konzerte (*eingetragen als: BUBACK Tonträger GmbH*)
- Helene Fischer – „FARBENSPIEL Tournee 2015“ | Semmel Concerts Entertainment GmbH / Künstlermanagement Uwe Kanthak
- Peter Maffay – „Wenn das so ist Tournee 2015" | Grünland Family Entertainment GmbH

Concert of the Year 2015

- AC/DC, Spielberg, Austria - Red Bull Ring | United Promoters AG in cooperation with LS Konzertagentur GmbH
- James Taylor, Hamburg - Laeishalle | Marek Lieberberg Konzertagentur GmbH & Co KG
- Kaisermania, Dresden - Elbufer, | Semmel Concerts Entertainment GmbH
- Kraftwerk, Berlin – Neue Nationalgalerie | MCT Agentur GmbH
- Samy Deluxe, Hamburg - Stadtpark | BUBACK Konzerte (*eingetragen als: BUBACK Tonträger GmbH*)
- U2, Berlin – Mercedes Benz Arena | Wizard Promotions GmbH in cooperation with Marek Lieberberg Konzertagentur GmbH & Co. KG

Show of the year 2015

- „Bodyguard – The Musical“ | BB Promotion GmbH - The Art of Entertainment
- „Disneys Aladdin – The Musical“ | STAGE ENTERTAINMENT GMBH
- „Eurovision Song Contest 2015“ | Österreichischer Rundfunk
- „Havana Nights – Dinner Show“ | agenda production GmbH
- Serdar Somuncu – „H2 Universe“ | Agentur B.o.A.

The winners in the categories **Organiser of the Year 2015**, **Lifetime Achievement Award 2015** and **Jury Award 2015** will be announced at the LEA awards ceremony on the 4th of April in Frankfurt.

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