



14. PRG LEA on 1 April 2019 in the Festhalle Frankfurt: German Live Entertainment Award for excellence in the 2018 concert and show season

Absolutely not an April Fool's joke: On Monday, 1 April 2019, the Festhalle in Frankfurt am Main will once again be the venue for one of the most important German culture prizes with the presentation of the 14th PRG Live Entertainment Award (LEA). Here, the people behind the successes of the past events season are in the limelight: Concert and show organisers, managers, agents and venue operators from German, Austria and Switzerland will be honoured for their outstanding achievements in 2018.

With a great deal of satisfaction overall, **Prof. Jens Michow**, Executive President of the Bundesverband der Konzert- und Veranstaltungswirtschaft (Federal Association of the Concert and Events Industry – BDKV) and Executive Producer of the awards gala looks back at the past year. “The events business was largely steady in 2018”, he says. “It was a good season for the festival organisers with a dry summer and, at last, one without the severe weather that caused a lot of cancellations and interruptions in previous years.” Michow can also look forward to the continuing collaboration with two proven key partners for the LEA: **Messe Frankfurt** and event technology supplier **PRG** (Production Resource Group), which is a title sponsor of the prize, have extended their commitment to 2021.

The LEA will be awarded in 15 categories – “Cooperation” appearing once again

The LEA jury, which is made up of media representatives and industry practitioners, selects its favourites from more than 500 concerts and shows in the German-speaking countries that were scrutinised in the past year. This year, too, the German Live Entertainment Award will be presented in 15 categories. However, there is one change from last year: For the first time since 2013, there will also be an award for **Cooperation of the Year**. For this reason, **Club of the Year** is being omitted.

Show of the Year: Starlight Express, Anastasia and Carmen

The nominations for the PRG Live Entertainment Award 2019 have already been established in three categories, including the candidates for **Show of the Year**. This time the jury has selected here the theme of “Musicals” and have thus nominated the top German ever-popular shows: With “**Starlight Express**”, which has been running in Bochum without interruption for 30 years now and underwent a comprehensive re-work for the anniversary, **Mehr-BB Entertainment** is one of the prize contenders. But the roller-skating extravaganza has strong competitors in “**Anastasia – Das Musical**”, brought to the stage by **Stage Entertainment** in Stuttgart, and the modern Bizet adaptation “**Carmen La Cubana**” by **BB Promotion**.



Venue Tour of the Year: A broad spectrum von Baez to Weiss

In the **Venue Tour of the Year** category, the jury's choice of outstanding concert tour of venues of between 2000 and 5000 visitors is distinguished. Tours by two female stars who have celebrated success for decades are among those that made it through the pre-selection round: **DEAG Concerts** is in the running for the LEA prize with the "Fare Thee Well Tour" by **Joan Baez**, and **Wizard promotions** with the "Nichts versäumt Tour" by **Nena**. **Chimperator Live** is enjoying its second nomination in a row with the "Die bunte Seite der Macht Tour" by the **SDP**. Also nominated in this category are **FKP Scorpio** for the second part of the "Lichtjahre Tour" by German rockers **Madsen** and the **Budde Talent Agency** for **Vincent Weiss** and his "Irgendwas gegen die Stille Tour".

Festival of the Year: Electronic dance music as the focus

Electronic Dance Music (EDM) is the focus of the LEA this year in the category **Festival of the Year**. The jury has selected five events from this musical genre, including the winner from 2016, the **Parookaville** festival in Weeze in the Lower Rhine region organised by the company of the same name. Other contenders for a festival LEA for the 2018 season are Music **Eggert** with **Airbeat One** in Neustadt-Glewe near Schwerin and **Electric Love** with its festival of the same name on the grounds of the Salzburgring in Austria, as well as **I-Motion** with **Nature One**, which takes place at the former rocket base of Pydna in the Hunsrück and **Big City Beats** with the **World Club Dome** in Frankfurt.

Be there live on the internet – airtango is the streaming partner once again

The LEA will be awarded once again in the context of a high-profile gala, for which the organisers are expecting around 1400 guests in Frankfurt. Those unable to experience the show, which is being hosted for the eighth time by TV journalist **Ingo Nommsen**, in person in the Festhalle, can still enjoy it live. The Frankfurt company **airtango AG** is on board as a streaming partner again for the third time. It is supported by **PRG** and **Messe Frankfurt** in its work. The LEA gala will be available for live viewing in HD quality worldwide on the internet at the URL lea.airtango.de. A complete recording will be available after the event as a "re-live" broadcast.

Kick-off for Musikmesse Frankfurt and prolight + sound

The PRG Live Entertainment Award acts this year once again as the official opening event for the **Musikmesse Frankfurt** and the associated event technology show **prolight + sound** (2 - 5 April). The LEA is under the auspices of the **LEA Committee e.V.**, to which the Federal Association of the Concert and Events Industry (BDKV) and numerous companies from the German event industry belong. The BDKV came into being on 1 January 2019 through the merger of the organiser associations bdv and VDKD. **LEA Veranstaltungen GmbH** organises the gala in the Festhalle in Frankfurt on behalf of the sponsoring association.



Renowned partners support the PRG LEA 2019

The main partners of the German Live Entertainment Award are – in addition to the event technology supplier PRG (Production Resource Group), Prolight + Sound and the Musikmesse Frankfurt – the ticket distributor CTS EVENTIM as well as the city of Frankfurt am Main and the business development body Frankfurt GmbH. Further sponsors of the PRG LEA 2019 include accente, airtango, allbuyone, bright!, Eberhard, Raith & Partner, Elements Entertainment, eps, GEMA, GLP, Jerry Appelt, laserfabrik, the ÖVB Arena Bremen, PMS Crew Support, PPVMEDIEN, ŠKODA AUTO Deutschland, Ströer, as well as the event agency hi-life, which has supported the award as a partner since the very beginning.

Image materials, e.g. the PRG logo and the LEA trophy can be found at <http://lea-verleihung.de/medien/downloads/>

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musikmesse

prolight+sound



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