



Spectacular show with feel-good atmosphere – The 14th German Live Entertainment Award presentation ceremony in the Frankfurt Festhalle

It's not only award insiders who have long considered it one of the most important award ceremonies in the German cultural scene: after being held for the 14th time on the evening of 1 April, 2019, in the Festhalle in Frankfurt am Main, the **PRG Live Entertainment Award (LEA)** has once again proved it deserves its reputation. Awards in 15 categories were presented to concert and show promoters, managers, agents, and venue operators from German-speaking countries – and more than 1,400 guests from the worlds of culture, business, and politics joined in the celebrations.

"The LEA is at home in our city as a red-carpet event and kick-off event for the world's largest music fair. Frankfurt am Main is full of beacons of live culture and special venues. So we are honoured to fittingly hold the top-class LEA gala in one of the most beautiful event venues of all – our tradition-steeped Festhalle. It's a very special moment when the familiar feeling of well-being spreads through the crowd at a spectacular show and Frankfurt am Main proves we have a great deal to offer creative types from all over the country," said **City Councillor Markus Frank**, Department of Economic Affairs of the City of Frankfurt.

"Around five billion euros are spent annually in Germany on attending music and other events. As a result, live entertainment has recently taken the leading position among German entertainment markets, making it the most widely consumed cultural product of all," reported **Prof. Jens Michow**, Executive President of the German Association of the Concert and Event Industry (BDKV) and producer of the award ceremony. "What makes live entertainment special is its uniqueness, because, unlike canned music or books, the live experience is not reproducible. But promoters are not just 'booksellers'. They also take on the role of 'book publishers' by bearing the ever-increasing sales risk of concerts due to rising costs. That it still works so well is what we celebrated today."

Music and show programme with a host of highlights

The spectators in the Festhalle saw a fast-paced show with an elaborate and impressive stage set, developed especially for the evening by Europe's foremost lighting designer **Jerry Appelt** in collaboration with bright!. PRG. TV journalist **Ingo Nommsen**, who presented the LEA for the eighth time, announced a high-calibre music and show programme on stage. Singing star actor **Kiefer Sutherland** delighted the audience with his acoustic trio, as did pop and soul singer **Stefanie Heinzmann**, the swing-jazz-electro project **Deladap**, and singer-songwriter **Mike Singer**. **Helmut Zerlett** and his band provided further tried-and-tested musical entertainment for the evening.

Two acts - the ensemble from Bochum's hit musical "**Starlight Express**" and NDW icon **Nena**, whose performance heralded the grand finale - provided a direct musical bridge to the award ceremony: the promotor **Wizard Promotions** received the LEA trophy for the indoor tour of the year for the "Nichts versäumt" concert tour for the Nena's 40th stage anniversary. The German performance of "Starlight



Express", which has been performed continuously since 1988 at the Bochum location, earned **Mehr-BB Entertainment** the LEA for the show of the year in the year of its 30th anniversary. But the Düsseldorf-based company did not have to settle for just one award on the evening: the **Mehr! Theater** built by Mehr-BB Entertainment in Hamburg was chosen as the Indoor venue / Arena of the Year.

LEAs for tours by Ed Sheeran, Kelly Family, and Bosse

The Hamburg-based agency **FKP Scorpio Konzertproduktionen** received the award for the **stadium tour of the year** at the LEA 2019 for the "Divide" concert tour by Ed Sheeran. Sheeran works with the promoter since his early days as a club act. In the second largest tour category, the **Arena Tour of the Year**, **Semmel Concerts Entertainment** was delighted to receive the award for their collaboration with the Kelly Family. Agency boss Dieter Semmelmann made a significant contribution to their live comeback under the name "We Got Love". The LEA for the Club Tour of the Year this year went to the promoter Undercover for the "Alles ist jetzt Tour" by Bosse.

Lifetime Achievement Award goes to the Wacken founders Hübner and Jensen

The award winners in the **Lifetime Achievement** category were comparatively young this year, since **Holger Hübner and Thomas Jensen** laid the foundation for what is now an event empire based around Wacken Open Air in their early 20s. The LEA for their success story spanning three decades was presented by Matze Knop.

Another award winner chosen by the panel of judges was **Live Nation** in the **Promoter of the Year** category. Unfortunately, the company did not accept the award and didn't send somebody to take it home.

In the Concert of the Year category, the **jazzopen promoter Opus**, the agency **MCT**, and the **European Astronaut Centre (EAC)** accepted the award for a particularly spectacular feat: for Kraftwerk's performance in Stuttgart, astronaut Dr. Alexander Gerst was transmitted live from space. **I-Motion** received the **Festival of the Year** award for Nature One at the former rocket base Pydna, one of the longest-running electronic music festivals in the world.

Artist / Manager of the Year: an LEA for the team behind (the artist) Lea

Prof. Dieter Gorny, Chairman of Initiative Musik, was the speaker for the Artist Manager / Agent of the Year category. He presented the LEA trophy to **Johannes Jakob Hofmann** and **Selective Artists** for their work with the artist Lea. **Timo Birth**, founder of the agency Kingstar, was chosen as the **artist / young talent promoter of the year**, while the young company **Vaddi Concerts**, which has branches in Freiburg and Tübingen, received the LEA for the **local promoter of the year**.

The award for the **collaboration of the year** was presented again for the first time since 2013, going to **Hannover Concerts**, **Aida Cruises**, **Four Artists Booking**, and the **Meyer Werft** shipyard for the



spectacular show at the AIDAnova launch ceremony in Papenburg with star guest David Guetta. The prize awarded by the panel of judges also acknowledged the work of the couple Birgit and Horst Lohmeyer, who have been sending a clear signal against the Right in a village in Mecklenburg-Vorpommern for twelve years with the Grünes Forum Selbstverwaltung association and the "Jamel rockt der Förster" festival.

Entire gala as live stream and re-live on the internet

In 2019, the LEA gala was once again broadcast live and free of charge in HD-quality online. The official streaming partner was again **airtango**, supported by PRG and Messe Frankfurt Exhibition. Anyone who was not able to be at the Festhalle in person and missed the live stream can still watch the gala: a complete recording will be made available on the **website lea.airtango.de** one day after the event as a re-live.

Prestigious partners supported the PRG LEA 2019

Since 2006, the LEA Award Ceremony has been organised by the LEA Committee e.V., which numerous companies from the German event industry belong to in addition to the German Association of the Concert and Event Industry (BDKV). This year, the award ceremony once again officially opened Prolight + Sound and the Musikmesse Frankfurt (2nd to 5th April). In addition to the event equipment supplier PRG (Production Resource Group), Prolight + Sound, and the Musikmesse Frankfurt, the main partners of the LEA are the ticket distributor CTS EVENTIM, the City of Frankfurt am Main, and Wirtschaftsförderung Frankfurt GmbH. Other sponsors of the PRG LEA 2019 include accente, airtango, allbuyone, Apleona HSG Event Services, bright!, Eberhard, Raith & Partner, Elements Entertainment, eps, GEMA, GLP, GVL, Jerry Appelt, laserfabrik, the ÖVB Arena Bremen, PMS Crew Support, PPVMEDIEN, ŠKODA AUTO Germany, Ströer, and the event agency hi-life, which has been supporting the award ceremony as a partner since the early days.

Image material can be found at <http://lea-verleihung.de/medien/downloads/>

Contact details

Position – Public Relations GmbH
Katharina Ernst
Eifelstraße 31
50677 Köln

Tel: 0221 931 806-46

Fax: 0221 331 807-4

Mail: katharina.ernst@kick-media.de