

REPORT GILES BROWN PHOTOGRAPHY KH PHOTOGRAPHY AND COURTESY OF AWESOME EVENTS

You can't stop the Rock!

Deep Purple, in Marbella

Summer brings many things to Spain, and one of the most welcome aspects are the outdoor concerts. There's something rather special about seeing your favourite bands in the open air and, whatever your views on the *corrida*, you have to admit that bullrings make excellent concert venues. Two of my favourite concerts last year took place in bullrings. One was the eardrum-bursting Deep Purple gig at Estepona's Plaza de Toros, where several members of the **essential** staff were seen head banging and air guitaring with the best of them, and Ian Gillian, Roger Glover, Ian Paice *et al* proved conclusively that you are never too old to rock!

The other concert was in Mallorca at the frankly fantastic bullring in Palma. As a venue, this is a hard act to follow as Mallorca's baroque bullring is wonderfully atmospheric. The act wasn't half bad either, as Simply Red put on an amazing show to a full house that included Prince Felipe and Princess Letizia, as well as Boris Becker. The bullring also contains a number of private boxes that were perfectly suited to the Rock Lounge concept, as VIP guests enjoyed complimentary champagne and sushi in a luxurious setting. Backstage at the Brixton Academy it certainly wasn't.

Both of these concerts were organised by Awesome Global Events. David Giles is the driving force behind the company and, 20 years ago, his first project was developing Woody's on The Beach nightclub with Ronnie Wood of The Rolling Stones. From there, he went on to partnership in similar projects with The Police's drummer Stewart Copeland, as well as organising the highly-acclaimed, televised Gipsy Kings/Blondie concert on New Year's Eve 1999 at Ocean Drive in Miami, an event that really put him on the map. He

has also mounted concerts at Highclere Castle in the UK for the past few years, which has seen artists such as Roger Waters and Eric Clapton jamming together. The States side of the operation, run by David's daughter, Melissa, has put on NFL Superbowl parties, high-profile US corporation events, large annual festivities such as Florida's Art Deco Weekend, which culminates with a crowd of 400,000 on Miami's Ocean Drive, and the Urban Latin Music Festival, organised by his daughter's company, Soulfrito.

The Urban Latin Music Festival is the nation's only annual event of its kind that brings together and showcases popular, new and emerging artists from each genre of Urban Latin music. The festival attracts second and third generation Latinos who are predominantly bi-lingual American/Hispanics, who have been on a high since being declared a 'significant factor' in the election of President Obama. Soulfrito provides the only platform for mainstream urban artists to perform alongside Latin music artists and has seen both P Diddy and Jennifer Lopez take the stage.

Although the papers may be full of credit crunch and crisis stories, the company shows no signs of slowing down as the 'lounge' concept has proved wildly popular. This summer, Awesome Global Events concerts have included Reggae superstars Third World last month under the 'Island Lounge' banner, while August 8 will see Sister Bliss of dance legends, Faithless, performing at Puro Beach as part of Desert Lounge. The biggest concerts, however, will take place in both Mallorca and Gibraltar in September, as Rock Lounge presents rock legends Status Quo in concert. As 'The Quo' will be performing in Gibraltar on National Day


(10th September), it promises to be an unforgettable event, certain to rock the Rock!

David has big plans for the future as well. "An economic slowdown is a great time to expand a business, as costs are lower and more talent is available," the urbane Englishman explains over coffee. "Also, the big companies that are normally our competition are forced to cut their costs, instead of increasing their market share."

It's against this economic background that Awesome Global Events plans to expand from last year's success. "We're aiming to produce more of our own events from 2010 onwards, as well as licencing certain territories to a select number of entrepreneurs, who would be assisted by the Awesome team, for branded events in niche markets around the world. What we are offering, in effect, is a bespoke service for entrepreneurs who want to get into the entertainment and music business."

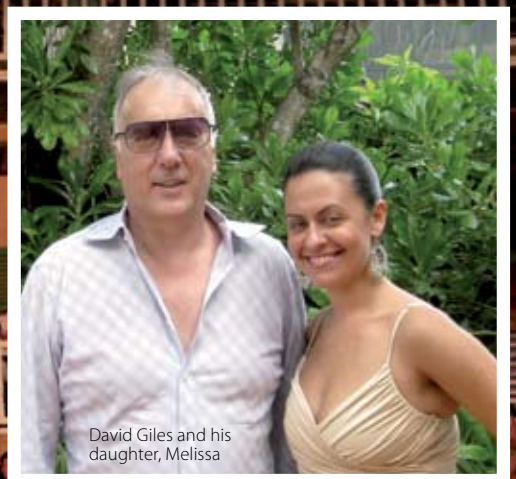
Having been involved in the business for over two decades now, David has also seen several important changes. "The music business has evolved dramatically in the past five to seven years. The CD has disappeared off the face of the earth and live music now accounts for 75 per cent of musicians' income, as opposed to 75 per cent from CD and record sales before. We will be able to put well-known names at a series of upscale venues." (These included Monte Carlo and the Cote d'Azur last year.)

But, as the saying goes, 'It's all about the music' and, this summer, the music will be all about Awesome Global Events. Get ready to Rock the Rock!

 www.awesomeglobalevents.com

"What we are offering, in effect, is a bespoke service for entrepreneurs who want to get into the entertainment and music business"

The Royal Box at Palma



David Giles and his daughter, Melissa