

## Hopes of first profit at Hove

**NORWAY** Melvin Benn, MD of UK-based multiple event owner Festival Republic (FR), says he expects the 15,000-capacity Hove festival to make a profit, just two years after he acquired it when it went bankrupt.

Running from 29 June-2 July in Tromøya, 60km north of

Kristiansand, Hove was launched in 2007 by former Quart festival organiser and founder Toffen Gunnufsen, but collapsed the following year.

FR replaced the management team, but retained Gunnufsen to book the event.

"I managed to get it to breakeven last year," says Benn,

"so this year it's about seeing whether it can turn a profit. The line-up is very strong and support from audiences, the local authority and businesses is incredible, so I think it should do well.

"Ticket sales are 20 per cent ahead of this

time last year," he adds.

Acts appearing include Muse, Them Crooked Vultures, Arcade Fire, Massive Attack, Vampire Weekend, Paramore and Dizzee Rascal. Four-day tickets are 2,050 kroner (\$343), with day passes at 795 kroner (\$133).



Melvin Benn

## Multi-year security for Creamfields

**UNITED KINGDOM** Dance music festival Creamfields has been granted a three-year license for its 49,999-capacity site in Daresbury.

As a result of the agreement, promoter Cream says it is increasing investment in site infrastructure, including enlarging arenas and creating more space for camping.

"The decision to grant the

festival a three-year license shows the confidence that the authorities have in Creamfields and its management team," says event producer Jim King of Loud Sound.

"Although it can be reviewed at any time, this gives us the security of knowing we won't have to keep applying for a license every year -

something all festival organisers worry about because it can take months to get approval, by which time you may have invested a lot of money."

Acts appearing include David Guetta, Deadmau5, Audio Bullys, Tiesto and Calvin Harris. Tickets are £59 (\$89) per day or £100 (\$150) for the weekend.



Jim King

## Garden adapts to holiday mode

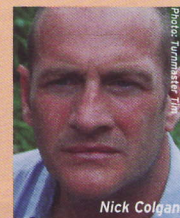
**CROATIA** The Garden Festival, which takes place in Petrcane, 175km north of Split, is expanding from two separate weekends to a 10 day period, to cater for foreign festival-goers who want to extend their stay on the Dalmatian coast.

The 2,000-capacity, 2-11 July event attracts the majority of its audience from the UK, although has been seeing increasing numbers of Croatians and other Europeans attend.

"We find people tend to come from Wednesday for a week, with the weekend's core festival event in the middle of their stay," says British-born founder Nick Colgan, who has lived in the country since 2004.

"It's not worthwhile having all stages operating every day, so we'll have scaled-down programming outside of the weekends."

Acts performing at the five-stage event include 2020 Soundsystem, The Cuban Brothers, Crazy P, Tensnake and Introducing. Tickets are 645 kuna (\$118) per weekend, or 1,000 kuna (\$183) for the full 10 days.



Nick Colgan

## City gives minority interests a boost

**LUXEMBOURG** Two free one-day festivals organised back-to-back by the city state's tourist office are particularly aimed at growing audiences for local talent and world music.

MeYouZik takes place on 3 July with two stages, one at the

17,000-capacity Place Guillaume II square, while the other features DJs at the 600-capacity Holy Ghost Stage at the nearby Plateau du St Esprit.

The following day, 12 local emerging acts will perform in the Place Guillaume II, for Rock um Knuedler, which will be headlined by Ben Harper.

"We hold MeYouZik to culturally enrich the lives of residents, and promote social harmony, which is why we run

the concerts for free," says organiser Roby Schuler of the tourist office.

"Classical, rock and pop are very popular, but world music has a smaller following. We're trying to change that and expose more people to the genre, thereby growing the audience."

Acts at Me You Zik include Mokoomba, Chocquibtown and Analog Africa Soundsystem. The full Rock um Knuedler line-up has not been announced.



Rock um Knuedler

## Tour Manager Terry Tucker's Touring Tribulations by Newman-Parker

