



*Thursday 14 to Sunday 31 January 2016*

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## Showcase Scotland at Celtic Connections 2016

Music industry delegates from across the world will gather in Glasgow from **Wednesday 27** to **Sunday 31 January 2016** to experience performances by songwriters, bands and musicians at the annual **Showcase Scotland** event

Taking place as part of the finale of **Celtic Connections 2016**, Showcase Scotland provides a platform for around 60 Scottish musicians and bands to perform in front of promoters, record labels, agents and media, helping raise their profile and that of Scotland's vibrant music scene.

A Trade Fair is also held where promoters meet with artists and representatives to discuss potential booking possibilities.

Showcase Scotland will also present performances by an exciting range of musical talent from **France - the partner country for Showcase Scotland 2016** – and artists with strong French musical connections.

An independently commissioned survey showed that £2.2 million is generated in fee income for Scottish artists from Showcase Scotland, as part of the event's overall remit to build lasting cultural and trade links with Scottish artists, its industries and agencies.

This industry event, the largest of its type in Scotland, also provides fantastic exposure for acts from the festival's partner country, and in 2016 aims to help create new connections between Scottish and French musical communities.

**Zoufris Maracas**'s singer Vincent Sanchez delivers the bands languidly exuberant pastiche of manouche, morna, Mexican cumbia and African rumba sounds in a warmly bemused voice dripping with the influence of Brel and Brassens.

Now based in a village in the North of France, singer songwriter **Blick Bassy**'s soulful music is performed in Bassa, one of some 260 spoken languages from his native Cameroon.

Audiences can also enjoy two of France's new jazz stars **Vincent Peirani & Emile Parisien**, who have joined forces in a multifaceted chamber-jazz duo paying tribute to the grand jazz and folk music history of their home country and transporting it into the here and now.

Senegalese singer, guitarist, percussionist and songwriter **Cheikh Lô** blends a West African interpretation of Cuban music with an international flavour strongly influenced by his time living in France and by the presence of French musicians in his ensemble.

Showcase Scotland is organised by **Active Events** on behalf of Celtic Connections. This four day event was initiated to provide a platform for promoting Scottish music and artists to new audiences across the world, and continues to prove hugely popular.

Up to 180 delegates are hosted each year, and within seven days of registration opening for this year's event, 100 applications to attend had been received and industry experts from 15 nations are already confirmed as attending in 2016.

Delegates are encouraged by organisers to book at least two Scottish acts for their respective festival rosters and touring programme.

**Donald Shaw, Artistic Director of Celtic Connections**, said: "The influence and inspirations of music that is uniquely, brilliantly French resonates through world music and it is fantastic that this year we are focusing on French artists and music and the interplay with other cultures and styles.

"This would not be possible without our partnership with Bureau Export France and I would like to thank them ahead of what is shaping up to be one of the best Showcase Scotland events we have ever staged as part of Celtic Connections."

**Councillor Archie Graham, Chair of Glasgow Life**, said: "Each January, Glasgow welcomes music industry delegates from across the world to sample some of the best that

Scottish music has to offer. This year we are also delighted to be welcoming a fantastic range of artists from and connected with France to perform across the city.

“Showcase Scotland is about putting Scottish music on the world stage, strengthening existing links between different international musical communities and creating new links. What better place than Glasgow to do this, what better time than during Celtic Connections.”

**Ian Smith, Portfolio Manager for Music, Creative Scotland**, said: “Celtic Connections is now established as one of the world’s greatest celebrations of a nation’s creative and cultural identities. We are proud that Scotland can claim that identity for our indigenous and traditional music and Showcase Scotland, now in its 17<sup>th</sup> edition is a critical part of that success.

“Hosted by Celtic Connections, Showcase Scotland has built an enviable and deserved reputation for not only promoting the great music of Scotland, but also that of our international partner, which in 2016 will be France. To celebrate the Auld Alliance in such a positive way with our French colleagues, ensures that, once again, Showcase Scotland will be the “go to” event for the world’s festival directors, promoters, and agents.”

**Eric Vandepoorter Director of the Bureau Export de la musique Française in UK**, said: “We are very proud that some of France’s most talented artists will be represented during Showcase Scotland as partner country at Celtic Connections. There have been over 700 years of economic and cultural friendship between our countries. This event is a fantastic opportunity for our artists to perform, show their diversity and be part of this brilliant event and platform.”

Ends

**For further information, images, or to request an interview with any of the acts performing at Celtic Connections 2016, please contact:**

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