

# Leap Live



Unsigned and developing artists are to be given a platform to expose their music to the sync and advertising industry via a new live music night, branded Leap Live.

The quarterly event, which launches next week, is the brainchild of Leap Music and will put artists in front of key players in the advertising and music consultancy world.

"We want to give unsigned acts and leading players in the advertising industry the chance to meet, with the view to working together in the future," says Leap managing director Richard

Kirstein. "By bringing brands and bands together in a situation like this, there are potentially huge benefits for both parties and the chance to have a lot of fun."

Taking place at Madame JoJos in London on May 7, the event will feature live performances from Trash Fashion, Data Select Party, Neon Plastix and DJ Kissy Sell Out. Bands chosen to perform at Leap Live events will be picked for their "new and original sound."

Kirstein launched Leap Music in 2003 as a joint venture with advertising agency Bartle Bogle Hegarty and was the in-house music publisher. The event, however, will not be restricted to only Leap-published writers.

Kirstein says the opportunity

## Leap Live Top 10

1. **Yunioshi** (unsigned)
2. **Dustin O'Halloran** (Leap Masters)
3. **Little Annie Bandez** (Jnana Records)
4. **Trash Fashion** (unsigned)
5. **Eskimo Disco** (unsigned)
6. **Seth Lakeman** (Relentless)
7. **Prefab Sprout** (Kitchenware)
8. **Japan** (Ariola)
9. **Vote Show Pony** (unsigned)
10. **Elvis Costello** (Island)

for the artists to showcase their music to the advertising world in a live environment is invaluable and can play an important role in communicating the power of the songs. "Being able to watch the bands on stage is a more hands-on experience than making a visit to their MySpace page, or listening to an EP. It gives the bands a

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better chance to show what they're all about – and for everyone to have a good time. Simply, the events aim to give new talent an opportunity to kick-start their careers by getting their music used in advertising campaigns."

While currently planning an event every three months, Leap is keen to expand on the idea with similarly-branded events on a more regular basis. "In the future we're hoping that the event may

expand to bigger venues and bigger band line-ups. In essence, though, the idea will always remain the same – to promote top unsigned artists whilst offering ad agencies something special."

The first Leap Live event will coincide with the launch of a new service for ad agencies, highlighting up-and-coming talent. Leap Unsigned will take the form of compilation CDs released on a regular basis highlighting the latest writers on Leap Music's roster.

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