



Friday 5 August 2010

ARTIST SUBMISSION DEADLINE FOR JA JA JA OCTOBER

The deadline for submissions for the October 21 event is very close: August 23.

The artist submission link is here: <http://www.sonicbids.com/jajaja>

Artist submissions via Sonicbids are valid for multiple club nights, so artists will not have to re-submit material. However, if there are important updates (new releases, press reviews, or a sudden increase in "export readiness" in any way) artists should update their Sonicbids profile as soon as possible.

EVALUATION AND FEEDBACK

Ja Ja Ja completed an initial six month trial period in May 2010, and a thorough internal review was undertaken, as well as an evaluation process. Questions were sent out as an online survey and resulted in a 100% response rate, giving us a good picture of how curators, industry professionals, media the artists' representatives and the artists themselves viewed the Ja Ja Ja project

- ★89.5% of responders felt that Ja Ja Ja provided Nordic artists and industry with a strong, independent platform to showcase their music to key British music industry professionals, media and tastemakers
- ★50% reported that they had tangible results from playing the Ja Ja Ja showcase and a further 25% said that they were in dialogue with interested parties (especially with labels) which may lead to tangible results
- ★70% of Nordic industry professionals felt that their industry network had strengthened as a result of Ja Ja Ja
- ★89.5% felt that the pre-event PR and marketing was either good, very good or excellent

"The Nordic region has long proved to be a hotbed of interesting and diverse musical talent The Ja Ja Ja club nights offer a great opportunity to check out new and up-coming Nordic bands without having to put in the air miles." - Christopher Barrett, Features Editor, Music Week

"Ja Ja Ja has established itself in the UK music industry calendar as the go-to regular club for unearthing the best new talent the Nordic region has to offer, delivering something fresh to the London live music scene."
- Jon Mac, Co-Founder the Great Escape, Promotions Director, Mean Fiddler

"I came to Ja Ja Ja to see the excellent Harry's Gym perform at The Lexington and the gig was well attended by a healthy mix of new music fans and industry faces. Ja Ja Ja actually has the potential to become a cool live brand in London." - Steve Tilley - National Promoter, Kilimanjaro Live

"The Ja Ja Ja nights have been well attended, well organised and well chosen musically. The acts that played have varied in genre and have captured London's gig going community, which is no easy task. Introducing new music from a specific country, region or part of the world can be difficult in a big city, but Ja Ja Ja have managed this successfully." Huw Stephens, BBC Radio 1

The Ja Ja Ja night is probably the best London-gig we've done so far". - Ungdomskulen

JA JA JA METAL NIGHT, CURATED BY METAL HAMMER, 13 SEPTEMBER

This event has been rescheduled, featuring Kvelertak (Norway), Thunderstone (Finland) and Sofstafir (Iceland).

FURTHER NIGHTS IN 2010

18 November

16 December (Christmas party)