



FESTIVAL REPORT



BRECON JAZZ
6, 7, 8 AUGUST 2010



HEADLINERS



JAZZ LOVERS



HANGING OUT



CONTENTS

Festival Overview

The Festival in Numbers

The Festival in Words

The Festival in the Media

The Festival in Images

Thank You



OMARA PORTUONDO



BRECON JAZZ 2010

BRECON JAZZ 2010 SAW A DIVERSE and exciting mixture of home-grown, experimental, and world music talents gathering in the Welsh market town of Brecon for one of the UK's leading family-friendly summer festivals.

For the second year running, the festival was organised by the team behind the Hay Festival in Hay-on-Wye.

Director of Hay Festivals and Brecon Jazz Peter Florence commented on 2010's line-up:



“Brecon reinvented itself as a youthful festival: a showcase for progressive music and emerging superstars. We brought together the most dynamic and accessible contemporary performers from Africa and Europe, while still presenting some of America and Britain's greatest instrumentalists and jazz stars, in the most beautiful of our National Parks.”



With over 50 concerts in multiple venues across 3 days in August, situated within the beautiful Brecon Beacons National Park, Brecon Jazz is not just a destination for aficionados, it is somewhere to come with all the family; to hang out, hear music and have a great time.



THE FESTIVAL IN NUMBERS

3 days

Over **50** events

47 concerts

5 venues

1 extra venue added



17,000 tickets sold

Ticket sales up **15%** from 2009

30% increase in web traffic from 2009

Minimum **400** articles & festival mentions online

Minimum **200** articles and mentions in press



THE FESTIVAL IN WORDS

“JAZZ MAY THRIVE IN THE URBAN jungle, but it can sound fresh and wild in the country, too. Now under the wing of the Hay Festivals, wrapped neatly round a charming town in the Welsh hillsides.”

John L Walters, *The Guardian*



JAZZ PARADE



MARKET HALL VENUE

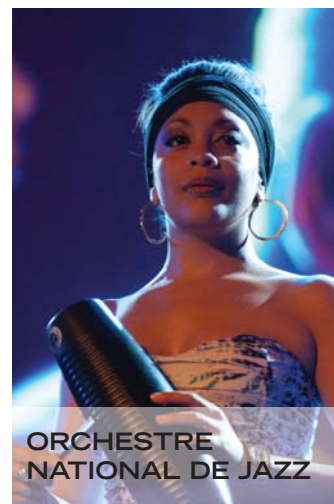
“RESCUED BY THE HAY FESTIVAL, and this year augmented by a jam-packed Fringe programme, the Brecon Jazz Festival is now in rude health.”

Ivan Hewett, *The Telegraph*

“THE 2010 PROGRAMMING policy (by Sarah Dennehy) was more adventurous and eclectic and re-introduced some of the variety that Brecon Jazz has long been famous for.” ***The Jazz Man***



KIT DOWNES TRIO



ORCHESTRE
NATIONAL DE JAZZ

“SARAH DENNEHY’S PROGRAMMING AT THIS YEAR’S BRECON JAZZ Festival has been deliciously varied and progressive. Familiar sell-out international and British stars such as Orquesta Buena Vista Social Club, Gwilym Simcock, Kyle Eastwood and Jacqui Dankworth were programmed along with the now generation, names rapidly becoming just as familiar to jazz audiences.” **Fran Hardcastle, *London Jazz***



THE FESTIVAL IN THE MEDIA

BRECON JAZZ 2010 ACHIEVED A MINIMUM OF 400 pieces of media coverage, including previews and reviews in major magazines, online, and both national and regional newspapers.

MAGAZINE TITLES INCLUDED:

BBC News Online, i-D, Music Week, The Big Issue, The Week, The Guardian Guide, Culture Magazine, Tatler, Buzz Magazine, The Times Playlist magazine, Jazzwise

NEWSPAPER TITLES INCLUDED:

The Telegraph, The Times, The Sunday Times, The Sun, The Express, The Independent, USA Today, India Times, Hereford Times, Brecon & Radnor Express, Western Mail, Wales on Sunday, Sunday Express, Irish Independent

ONLINE COVERAGE INCLUDED:

BBC Wales News Online, Sunday Times Online, Guardian Online, Jazz FM, Music Week, Jazzwise, London Jazz, The Jazz Man, Visit Wales



THE FESTIVAL IN IMAGES



TOP LEFT TO BOTTOM RIGHT: CHARLIE MUSSELWHITE; OMARA PORTUONDO; ORCHESTRE NATIONAL DE JAZZ; CHINA MOSES; PEE WEE ELLIS; TRIBUTE TO TUBBY HAYES; PHRONESIS; HUGH MASEKELA



MANY THANKS TO OUR PERFORMERS

Dave Stapleton Quartet, Ayanna Witter Johnson, Robert Mitchell and Fraser Fifield, Håkon Kornstad, Neil Cowley Trio, Trio of Oz, Pee Wee Ellis Funk Ensemble, Get The Blessing, Kairos 4tet, Jason Yarde and Andrew McCormack, Scott Hamilton, Rossano Sportiello, Dave Green, Steve Brown Quartet, Robert Castelli Boom Quartet, John Crampton, Brass Jaw, Elin Larsson Group Kit Downes Trio, Phronesis, John Donaldson, Peter King & Quentin Collins Sextet, Jacqui Dankworth, Charlie Musselwhite, Matthew Halsall, Portico Quartet, The Brecon Project with Erik Truffaz and Sura Keita, Orchestre National de Jazz, Orquesta Buena Vista Social Club, Gwilym Simcock Trio, Nostalgia 77 with Jeb Loy Nichols, Kyle Eastwood, RWCMD & Brecon Jazz International Jazz School, Erik Truffaz and Sly Johnson, Acker Bilk, Roland Chadwick, Nik Linnik, Amrit Sond Trio, Bombay Baja, Keith & Julie Tippett, China Moses & Raphael Lemonnier Quartet, Olivia Moore, King Pleasure and the Biscuit Boys, Hypnotic Brass Ensemble, Eric Legnini Trio, Andy Sheppard, Dave Newton, Magnus Lindgren and Hugh Masekela.

WE ARE DEEPLY GRATEFUL TO the Arts Council of Wales for their commitment to Jazz and Brecon, to Powys County Council for their steadfast support, to our media partners at JazzFM and Jazzwise magazine and to our generous and supportive sponsors in Brecon.

PHOTOGRAPHY: Finn Beales

THANK YOU



PEE WEE ELLIS

