



Press notice: 24-09-2008

Amsterdam Dance Event program complete

Brands and music synching central during conference

Commercials and soundtracks are central to the 13th edition of the Amsterdam Dance Event conference that will take place from 22nd - 25th October at the Felix Meritis and the Dylan Hotel. Europe's main electronic music and dance conference as well as the world biggest club festival sold out completely last year and expects over 2,000 industry professionals from the cream of the international entertainment industry attending in 2008.

Electronic music is one of the most important cultural exports from the Netherlands and forms one of the most creative industries, which is an important theme for this year's Amsterdam Dance Event.

"As an internationally gateway for the electronic music scene, we aim to build bridges between all creative industries who are interested in the use of music, be it the games sector or with those of the advertising and film. We are therefore extremely proud to announce the addition of Paul Hartnoll to our conference program, who will discuss the use of his music in commercials for brands such as Volkswagen." says ADE general manager Richard Zijlma.

Panels covering topics such as music synching and the online video revolution will be strengthened by renowned speakers include **Jason Alexander (Music Director of CSI Miami / New York, US)**, **Sergio Pimentel (Music Consultant, GB)**, **Paul Kalkbrenner (actor and director of Berlin Calling, DE)**, **Sandra Molzahn (Senator Musik GmbH, DE)**, **Tobias Trosse (TVRL GmbH & Co KG, DE)**, **Robert Sharp (MUZU, IR)**.

In addition there will be a whole day of panels dedicated to the topic of Brands & Music at the Dylan Hotel. Kicking things off will be the Brands & Live Music session, examining the drawbacks and benefits of the relationship between acts and major brands with **Natasha Kizzie (EURO RSCG KLP, GB)**, **Jack Horner (Frukt Music, GB)**, **Mark Grotefeld, Pioneer Europe, GB)**, **Jasmine Skee (o2 Arena, GB)** and **Gitte Milder (Sensation, NL)** followed by Towards A Free Future? This panel features **Scott Cohen (The Orchard, US)**, **Andy Horsfield (Global Underground, GB)**, **Rick van Schooten (Sony BMG, NL)** and artist **Don Diablo (NL)** who will attempt to define some of the ways in which the music industry will change as advertising-funded music services start to mature and further reduce the amounts of units artists can be expected to sell. The final panel is Points Of Entry where **Eric Korte (Saatchi & Saatchi New York, US)**, **Kurosh Nasser (Law Office of Kurosh Nasser, US)** and **Sergio Pimentel (Freelance Music Supervisor, GB)** will be offering advice on how to get into the world of soundtrack composition and how best to get your work heard by the right people. Finally The Composers' & Music Supervisors' Workshop will take a close look at what is really involved in making music for adverts with **Dave Dresden** and **Sergio Pimentel** having chosen/composed music to an advert supplied by Saatchi & Saatchi's Eric Korte. Korte will also be bringing the three soundtracks that were originally commissioned for the advert and analysing what factors influenced the final choice. The session will close with an up close and intimate interview with **Paul Hartnoll (formerly Orbital, GB)** revealing how he made the stunning music for the recent VW advert.

The Amsterdam Dance Event expects industry professionals from over 36 different countries and 130 international journalists from 20 countries reporting on the event. Last years ADE was sold out two weeks before the conference started, so professionals are advised to register now to avoid disappointment.

"ADE'07 was far more than just a celebration of Dance Music within Europe. I found the entire event - and our panel in particular - to be a provocative exploration of the genre's future throughout the world. ADE has quickly become a significant international conference, and I absolutely look forward to next year's event" - Steve Schnur / EA Games / US

Creativity not only influences the conference program as for four nights ADE turns Amsterdam into the world's biggest club festival and presents an international stage for artistic and musical developments within the sector, resulting in over 700 DJ's and live acts performing at 40 of the city's finest venues including; Paradiso, Bimhuis, Melkweg, Panama, Sugarfactory, Supperclub and many more. ADE expects a total of 80,000 festival visitors including some 20,000 people from outside the Netherlands.

Some of the artists performing include:

Abe Duque (US), **Addictive TV (GB)**, Adultnapper (US), Agoria (FR), Alexander Robotnick (IT), **Âme (DE)** Andre Galluzzi (DE), Aril Brikha (SE) live, **Armin van Buuren (NL)**, Artful Dodger (GB), ATFC (GB), **Audio Bullys (GB)**, AudioJack (GB), Autokratz (GB), Bangkok Impact live (FI), **Barbara Tucker (US)**, Beat Pharmacy (US), **Ben Watt & Justin Martin (GB)**, Benny Rodrigues (NL), Bodyrox (GB), Brian S (NL), Brian Tappert (US), Bvoice (RU), Chocolate Puma (NL), D'Julz (FR), Dave **Clarke (GB)**, Dave Ellesmere (NL), **David Guetta (FR)**, Dennis Ferrer (US), Detroit Grand Pubahs live (US), **Digitalism (DE)**, Dixon (DE), **DJ Hell (DE)**, DJ Pierre (US), Don Diablo (NL), Dr. Lektroluv (BE), Eddie Thoneick (DE), **Erick Morillo (US)**, **Fedde le Grand (NL)**, **François K. (US)**, Funk d'Void (GB), Funkerman (NL), Georgie Porgie (US), **Giles Peterson / Lefto / BPM (GB)**, **Groove Armada (GB)**, Guy Gerber live (IL), Hardsoul (NL), Heartthrob (US), Ida Engberg (SE), Isis (NL), Jackal and Hyde live (US), Joel Mull (SE), **Joey Negro (GB)**, John Dahlbäck (SE), Joost van Bellen (NL), **Josh Wink (US)**, Juan Atkins (US), **Junior Jack & Kid Creme (BE)**, Keith Thompson (US), **Kevin Saunderson (US)**, Kid Massive (DK), Kiko (FR), **Kraak & Smaak (NL)**, **Laidback Luke (NL)**, **Layo & Bushwacka! (GB)**, Lucien Foort live (NL), Lulu Rouge live (DK), Magda (PL), Marc Houle (US), Mark Robinson (GB), Markus Schulz (DE), Marnix (NL), **Mason (NL)**, Mathew Jonson (CA), Marnix (NL), Matthew Dekay (NL), Menno de Jong (NL), Michael Reinboth (DE), **Michel de Hey (NL)**, Monika Kruse (DE), Mousse T (DE), Noisia (NL), Oliver Huntemann (DE), Onur Ozer (TR), **Paul van Dyk (DE)**, Phuture 303 (US), Rednose Distrikt (NL), Remy (NL), René Amesz (NL), **Richie Hawtin (CA)**, **Robert Owens (US)**, Ron Carroll (US), Roog (NL), **Sander Kleinenberg (NL)**, Schwarz / Âme / Dixon live (DE), **Seamus Haji (GB)**, Secret Cinema live (NL), Seymour Bits live (NL), **Shapeshifters (GB)**, Shinedoe (NL), Steve Bug (DE), Steve Mac (GB), Steve Rachmad (NL), **Stonebridge (SE)**, **Sven Väth (DE)**, The Advent live (GB), The Cube Guys (IT), The Hacker (FR), The Martinez Brothers (US), The Subs (BE), The Walk & Rogerseventytwo (NL), Tobi Neumann live (DE), Tocadisco (DE), Tom de Neef (BE), **Tom Novy (DE)**, Tomcraft (DE), Tommie Sunshine (US), **Trentemøller DJ-set (DK)**, Troy Pierce (US), Ultradyne (US), Victor Coral (NL), Vince Watson (GB) and many more.

For the latest festival and conference program information please visit: www.amsterdam-dance-event.nl ADE is organized by the Amsterdam Dance Event Foundation, an initiative of Buma Cultuur.

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