



PRESS RELEASE

Hoofddorp, 10 January 2018

ESNS LOUD - Connecting the loud music business at Eurosonic Noorderslag 2018

Buma ROCKS! is happy to announce it is supporting ESNS LOUD!

Initiated by Buma Cultuur and Wacken Open Air, ESNS LOUD as a sub-conference is a new chapter in the big old book that is Eurosonic Noorderslag, the key exchange and networking platform for European music. As of this year, ESNS LOUD is the right place for everyone involved in the loud music business to meet, hang out, discuss, party and enjoy the music on offer.

ESNS LOUD will consist of a conference part at De Oosterpoort and a live music part at club LOLA. Those of you who visited the last two years of the Buma ROCKS!-presented LOUD & PROUD showcases will understand that the only thing better than having a showcase event at LOLA, is having two showcase events there!

During Eurosonic Noorderslag 2018 the ESNS LOUD programme is set up like this:

THURSDAY 18 JANUARY

12.00 - 13.00; B4 panel room, De Oosterpoort conference building

ESNS LOUD - Are we evil (enough)? - presented by Buma ROCKS!

For the fifth year in a row, Buma ROCKS! presents a panel discussion during ESNS. This time we focus on the future of loud music in Europe. Is the scene doing alright? Are we still inspired? Do expectations of bands and audiences change? We dragged four loud music specialists straight from the trenches to discuss this and more.

With: Jouni Markkanen (Tuska Festival), Chris "Jagger" Jäger (Summer Breeze Festival), Luc Favié (Doomstar Bookings), Jan Quiel (Seaside Touring/Wacken Open Air)
moderator: Mark van Schaick (Buma ROCKS!)

- Access with conference registration

17.00 - 20.00; club LOLA, Pelsterdwardsstraat 11

ESNS LOUD LIVE presents **Diablo BLVD** (presented by Seaside Touring) and **Sisters of Suffocation** (presented by Loud Noise)

- DJ duo **Goe Vur In Den Otto**
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- Free drinks presented by Wacken Open Air!
- Bitterballs by Buma ROCKS!
- Networking
- Access with conference registration, festival wristband or special LOUD wristband

FRIDAY 19 JANUARY

13.30 - 14.30; P3 meeting room, Hampshire Hotel, Laan Corpus Den Hoorn 300

On invitation only! ESNS LOUD! Altar of Madness - meeting with all partners & friends

With this meeting we hope to establish a wishlist for the future: what can we do at ESNS that would benefit the heavy music scene in Europe, what do we need in terms of showcase possibilities, panels, master classes, presentations, et cetera.

With a.o.: Summer Breeze Open Air, Tuska Open Air, Doomstar Bookings, Loud Noise, Endless Music, Wacken, Season Of Mist, FortaRock, Roadburn, Buma ROCKS!, MOJO

Moderator: Frank Helmink (Buma Cultuur/ESNS)

17.00 - 20.00; club LOLA, Pelsterdwardsstraat 11

Buma ROCKS! presents FOR I AM KING, ULSECT and TUSKY

Check out this mixed bag of heavy goodness from the Netherlands!

- The music in between the shows will be presented by **Walter Hoeijmakers** (Roadburn Festival)
- Free drinks & bitterballs on Buma ROCKS!
- Networking
- Access with conference registration, festival wristband or special LOUD wristband

SATURDAY 20 JANUARY

12.00 – 13.00; B4 panel room, De Oosterpoort conference building

ESNS LOUD - Marketing Metal and Hiphop

What can highly individual genres learn from each other concerning marketing, promotion and label deals? (Dutch spoken)

With: Martijn Swier (Endless Music), Caroline Westendorp (The Charm The Fury), Lieke de Boer (Statement Agency), MocroManiac (artist)

Moderator: Saul van Stapele

- Access with conference registration

OTHER LOUD PERFORMANCES @ ESNS 2018

WED 17 JANUARY

Diablo BLVD BE

Jesus Chrüsler Supercar SWE

Zeal & Ardor CH

THU 18 JANUARY

Auðn IS

Celeste FR

Death Alley NL

FRI 19 JANUARY

BAEST DK

Gruppo Di Pawlowski BE

Myrkur (acoustic) DK

Paceshifters NL
Spoil Engine BE

Saint Electrics BU
Walking Dead On Broadway DE

SAT 20 JANUARY

Dodecahedron NL

Tusky NL

DOOL NL

VUUR NL

Note to the editor / not for publication:

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