

THE BLACK EXPERIENCE ARTS PROGRAMME : BUSINESS BEHIND PERFORMANCE

SHOWROOMS

A market place of quality stall showrooms display the goods and services offered by the small independent label and record shop as well as the more established companies. Community production groups and other relevant organizations are also on display.

SEMINARS

Fri 21 March
Production

Sat 22 March
Management

Sun 23 March
Marketing and Promotion

Each seminar will commence at 2pm

LIVE FAIR

The best of Black musics new or undiscovered performers

Fri 21 March
12 - 5pm

Sat 22 March
12 - 5pm

Sun 23 March
12 - 5pm

Designed and produced by GLC Public Relations Branch 3881/2.86/1.5m

BLACK MUSIC FAIR

CONCERTS

Various artists

Fri 21 March
8pm - 2am

Sun 23 March
7pm - 11am

Entrance £3.00
or £2.00 concessions

BRIXTON RECREATION CENTRE

Brixton Recreation Centre is a multi-purpose venue situated in the London Borough of Lambeth. This prestigious modern building boasts a spacious attractive exhibition area with squash courts, saunas and swimming pools. Creche facilities available.

WHERE IS IT?

Brixton Recreation Centre, Station Road,
Brixton SW9.
Telephone 274-7774.

For more information on BMF phone
633-7227/7214. All information correct at
time of printing.

HOW TO GET THERE

Buses: 3, 109, 159, 133, 2, 28, 35, 37.
Underground: Brixton-Victoria Line/British
Rail Link.

SURPRISE GUEST STARS

BMF DANCE NIGHT

Top DJ & Guests

Sat 22 March
7 - late

Entrance £3.00 or £2.00 concessions

**21-23
March**
ADMISSION FREE
(EXCEPT EVENINGS)

BLACK MUSIC FAIR '86

The Greater London Council's Race Equality Unit is proud to present the first ever Black Music Fair. It is an unstated fact that black people have made massive contributions to the development of music. Jazz, socca, blues, reggae, steel pan and rock, all originated from the black communities and have vitalized European music since the the beginning of the century.

The influence of classical traditions from Asia has also been felt in Europe since the 1930's. Today, new forms and contemporary trends are being initiated by young black musicians, the originality and energy of their music forms the centre of new life-styles and cultures in British society. The stall showrooms, as a main component of the "Black Music Fair Business Behind Performance", will provide a market for the numerous community based independent producers, promoters and record labels. A unique component of the BMF will be LIVE FAIR, new groups will be provided with an opportunity to present their music to the public, record companies and the media. A programme of seminars has been organised around production, management and marketing/promotion as part of the educational structure of the BMF.

STALL SHOWROOMS:

The focal point of the BMF is the exhibition area, featuring the diversity and richness of the black music industry. Over 50 stalls have been bought by music organisations including record labels, community music projects, promotion and production companies also industrial organisations and funding bodies. The showrooms provide a unique opportunity for the small independent producers, promoters and record labels to market their skills and products in a sound environment alongside of the established record companies.

THE BLACK MUSIC FAIR '86 WILL GO INTO THE MUSIC HISTORY BOOKS AS A MILESTONE IN THE DEVELOPMENT OF BLACK MUSIC TALENT IN BRITAIN.

BLACK EXPERIENCE ARTS PROGRAMME

GLC RACE EQUALITY UNIT

LIVE FAIR:

LIVE FAIR gives a platform to the best of black music's new or undiscovered performers. Out of the many, many demo tapes received approximately 30 will be programmed onto the LIVE FAIR stage over the three BMF days. As a member of the audience made up of people from the music business and the media, YOU will help make up undecided minds by your active participation.

EDUCATIONAL FAIR:

Seminars on PRODUCTION, MANAGEMENT, MARKETING/PROMOTION.

We are organising three small panels of professional people from the music business including producers, managers, agents, artists and media representatives to discuss their experiences as related to black music, and to provide a forum for open discussion. These seminars will be of assistance to anyone who wants to know more about the business behind performance, have important questions answered and is interested in establishing valuable contacts.

ENTERTAINMENT FAIR:

The two concerts on Friday 21 and Sunday 23 of March will find top black music acts singing and struttin' their stuff for your pleasure.

The BMF Dance Night will be hosted by a top DJ. Up and coming DJ's will be guests showing their skill in their own favourite art. Calling on undiscovered disc jockeys