

Belfast part of it



MUSIC TOURISM
Information Pack
www.belfastcity.gov.uk/tourism



Belfast music – there's an app for that

Belfast has created a world first in Music Tourism, the Belfast Music iPhone app. There is an explosion of new music coming out of Northern Ireland, building on the city's rich musical heritage, and in an age of apps and mobile, the free to download Belfast Music iPhone app allows people to explore it all anywhere, anytime. The app allows you to experience:

- a fascinating Music tour, narrated by BBC Broadcaster Stuart Bailie, with musical accompaniment from David Holmes, Neil Hannon and the Ulster Orchestra, Rudi, The Undertones, Ash, Therapy? and many more, taking you on a journey of old and new, covering all manner of genres, tastes, and locations
- a Hall Of Fame introducing you to Belfast's Music legends;
- Gig Listings & News, making sure you don't miss a beat, and share it through your Facebook and Twitter accounts
- Music videos from Northern Irish bands, across a range of genres
- a Showcase introducing you to the best in contemporary Belfast Music taking the world by storm

Conceptualised & created by Filmtrip, Belfast City Council saw a great opportunity to lead the world in mobile tourism which fitted perfectly with their overall music strategy for the city. Music iPhone app Creator Gawain Morrison of Filmtrip said: "I've been in and around the music scene of Belfast for 15 years, and have always been impressed with the talent that we've produced, so I'm really proud that we were able to create the iPhone app to showcase where we've come from and where we're going to. I think it shouts to the world how cool Belfast has become."

The Belfast Music iPhone app showcases past legends and contemporary inspirations that have shaped the music landscape of our city. Check out where Belfast legends grew up and cut their musical teeth, and check out the many venues that show off the present wealth of musical talent.

Paul McLean, Producer of BBC's Across the Line said: "It's great to see Belfast being ahead of the pack with this app. We hope this evolves into a must have app, not just for stalwarts of the music scene here, but for every visitor coming to the city looking to hear some of our amazing musicians." Publisher of AU (Alternative Ulster) magazine Jonny Tiernan commented: "The Belfast Music App is an innovative and unique way to introduce the rich heritage of the Northern Irish musical landscape to people. It is both fun and informative, and manages to reflect the extraordinary diversity of talent we have in this country. I'd recommend it to everyone as an experience to take part in".

Building on the global success of past and present artists in many genres, and with some of the best audiences in the world, Belfast can be sure that its legendary status lives in many musical memories.





Belfast Music Exhibition

The Belfast Music Exhibition, at the Oh Yeah Music Centre in the Cathedral Quarter, takes visitors on a unique journey - from Ruby Murray to Snow Patrol, by way of Stiff Little Fingers, Dana and Clodagh Rogers, via The Divine Comedy Ash and The Undertones. The exhibition tells the story of the glorious achievements and diverse musical talents that Northern Ireland has produced over the years.

Phase One was opened at the Oh Yeah music centre in 2009 to positive acclaim. This expanded version will shed additional light on DJ culture, jazz and showbands, as well as looking fondly at our legacy for heavy rock and our progress through the Eighties. The freshly revamped lobby area in Oh Yeah features a specially commissioned film on the life of Terri Hooley, plus an array of musical memories from the public – 'True Confessions'. Finally, a timeline follows the chart successes of Northern Ireland acts –from 1954 to the present day. And what a roll call it is.

"It never fails to surprise me how much we have achieved," says Stuart Bailie, CEO of Oh Yeah and curator of the exhibition. "Collectively, we've sold well over 100 million records. Our music is loved all over the world and we've achieved these results in spite of many challenges. Music is our greatest natural resource."

With Phase One of the exhibition, a series of story boards plotted the history of the Northern Ireland music scene from folk to Snow Patrol. And a 'series of Legends' boards hailed the great achievers in local music. The exhibition also features platinum discs, badges, vintage stage gear, lyric sheets, film footage, ticket stubs, backstage passes and a series of unique artifacts:

- The 'Celt' guitar that Gary Lightbody from Snow Patrol used to write 'Run' and 'Chasing Cars'.
- A Flying V guitar presented by Tim Wheeler from Ash.
- A Therapy? guitar that Andy Cairns smashed on stage at the Mandela Hall, 1992.
- A biker jacket belonging to Mickey Bradley of the Undertones, worn on the 'Teenage Kicks' photo shoot.
- The jacket that Henry McCullough wore onstage with Paul McCartney and Wings.
- Memorabilia from punk bands The Outcasts and Rudi
- David McWilliam's first guitar
- Autographs from the likes of Dana, Ruby Murray, Horslips, The Undertones and Stiff Little Fingers.

The exhibition is open weekdays from noon until 3pm and on Saturdays, from noon until 5pm. Admission is free. Private visits are available on request. The Belfast Music Exhibition, Oh Yeah Music Centre, 15-21 Gordon St, Belfast BT1 2LG. Tel. 02890 310 845.





Belfastmusic.org

Music fans heading out in Belfast have now got the latest gigs and music news at their fingertips with the launch of the new BelfastMusic.org website. For the first time, potential gig goers will be able to quickly find hundreds of music events across Belfast, from intimate singer-songwriter nights to classical recitals to rock concerts.

Web users can also listen to tracks from the latest bands and watch exclusive music videos, as well as signing up for regular e-bulletins to make sure they don't miss a note. The new website has been produced by Culture Northern Ireland in partnership with Belfast City Council, as part of a series of new tourism initiatives to profile Belfast as a cultural tourism destination.

David Lewis, director of Culture Northern Ireland, said: "The Belfast music scene is alive and kicking, but sometimes it can be difficult keeping up with what's going on. Audiences are increasingly switched on to the digital world. It's now second nature for many people to find information on their computer or mobile phone. BelfastMusic.org is simply responding to that need."

The site also features an online version of the Belfast Music exhibition at the Oh Yeah Centre. By clicking on memorabilia such as Ash frontman Tim Wheeler's Flying V guitar and a shamrock-shaped Horslips LP, tourists will get a taster of Belfast's exciting musical heritage before they arrive. Users of the site will be able to interact by giving their views on gigs, entering competitions to win tickets, and joining in through Facebook and Twitter.

As well as news and reviews from Culture Northern Ireland, the site also features content from some of the top websites around, including the BBC's Across the Line and AU magazine. With videos from Bandwidth and NvTV, and a sample of the amazing Wall of Fame exhibition at the Limelight and Spring & Airbrake, there's something for every music lover to enjoy.

Log on to www.belfastmusic.org for the latest Belfast music events, news, reviews, audio and video.



Culture Northern Ireland is funded by the Arts Council of Northern Ireland.



Music bus tour uncovers Belfast's musical heritage

Music lovers from near and far are being given the chance to explore Belfast's incredibly rich and diverse musical heritage – in a single afternoon. The Belfast Music Tour is a bus journey through the heart of a great rock and roll city, from Ruby Murray and Van Morrison to Snow Patrol, by way of Gary Moore, Stiff Little Fingers and David Holmes.

Delivered by the Oh Yeah music centre, the tour is one of a number of new Belfast City Council initiatives to profile and promote Belfast's reputation as the birthplace of great music, an art form that is defining the new mood of Belfast, a place enlivened by potential and bold gestures. Music and musicians, solo artists and bands are often someone's first introduction to the unique appeals of a country and Belfast City Council is aiming to capitalize on this by making the city's music scene more accessible to visitors.

Starting at the refurbished iconic Ulster Hall, home to the Ulster Orchestra, the tour takes in many landmarks associated with the Belfast music story, venues which put the city on the international music map and places that inspired songs.

Along the route, it tells the story of the founding members of Thin Lizzy and the legend of Pearly Spencer, shows the landscape that inspired classic Van Morrison songs and visits the venues that have made history with visiting acts like Led Zeppelin, The Clash and U2.

The city's industrial heritage has inspired the vigorous style of many local rock bands, while Belfast's history as a seaport has ensured the enduring influence of the blues and American roots music on local musicians. All of this is reflected in the tour.

The tour finishes at the Oh Yeah music centre in Gordon Street, with a chance to check out the new Belfast Music Exhibition.

The Belfast Music Tour takes place every Saturday at 2pm from 19 June - Saturday 25 September and fortnightly from 2 October 2010 - 26 March 2011. Tickets cost £8 (or £6 concession) and are available from the Belfast Welcome Centre on 9024 6609 and belfastmusic.org.