

**FOR IMMEDIATE RELEASE**  
**goNORTH FESTIVAL**  
**21<sup>st</sup> June 2013**

## **HIGHLAND FESTIVAL KICK-STARTS CREATIVE CAREERS**

**A unique two-day festival devoted to kick-starting the careers of budding musicians, filmmakers, writers, TV hopefuls, gaming whizz-kids and fashion has had a record-breaking year.**

The **goNORTH Festival** is the biggest, most wide-reaching festival of its kind in Scotland.

Devoted entirely to giving creatives of all ages a career break, **goNORTH** was held on **Wednesday 5 June and Thursday 6 June** in venues across Inverness, Scotland.

This free annual festival began 13 years ago as a showcase for musicians and bands in the north of Scotland.

Today it is a two-day creative extravaganza featuring performances by up-and-coming bands, on-the-job radio and television training, film premieres and screenings, as well as masterclasses from top names in the creative industries.

***This year, around 1,100 delegates attended, more than double the number who attended in 2011.***

***During goNORTH 2013, 35 sessions and events took place, over 75 bands played and 50 films were screened, including the world premiere of the crowd-sourced Tartan Noir feature film, Timelock.***

### **Major industry players who took part this year included:**

**Mamie Coleman:** Vice president of Music and Production with the **FOX** network, recently voted one of the 30 most powerful women in the music industry by Billboard Magazine

**Daniel Savage:** As general manager of *Madonna's Maverick Records*, worked with artists such as *Alanis Morissette* and *Deftones*

**Doug Johnson:** Hugely influential director of *Summerfest* in Milwaukee, the best attended festival in the US, attracting 900,000 visitors over 11 days

**Emma Hogan:** A key player with *ITB*, the world's largest booking agencies. Responsible for live bookings of superstar acts including; *Neil Young*, *Bob Dylan*, *Mumford & Sons*, *Biffy Clyro* and *Rage Against The Machine*.

**Mat Whitecross:** Multi-award-winning director of films, commercials, music videos, including the hit BBC series, *Spooks* and the hard-hitting docudrama, *The Road To Guantanamo*

**Brian Baglow:** A games industry veteran who has worked with most of the country's game developers and some of the world's largest video games companies, including *Grand Theft Auto*

Highlights of the music showcase included sessions by; *Fat Goth*, *Alarm Bells*, *Casual Sex*, *Book Group*, *Roman Nose*, *Garden of Elks*, *Woodenbox*, *Three Blind Wolves* and *Plastic Animals*.

A handful of acts will now play on the **goNORTH Festival Tour**, which will see them playing at the *Wickerman Festival*, *Belladrum Tartan Heart Festival* and *Loopallu*.

**goNORTH's** screen and broadcast programme welcomed a cross-section of Scottish and international documentary and film makers, providing an insight into their work and the creative processes involved.

One of the highlights from the screen and broadcast programme was a BAFTA Masterclass with Mat Whitecross, co-directer with Michael Winterbottom on award-winning 2006 film, *The Road To Guantanamo*.

Whitecross went on to direct *Sex & Drugs & Rock & Roll*, the 2010 biopic about Ian Dury and Spike Island (2012) which depicts a rising indie band travel to Spike Island in Cheshire to see The Stone Roses.

On-the-job training is a key element of **goNORTH** and the festival was documented by trainee film-makers and, for the second year running, **Radio goNORTH**.

This team of trainee radio broadcasters ended an intensive two-week stint of practical hands-on learning delivered by partner organisation, **ScreenHI**, by running an online radio station.

Their course included masterclasses from the likes of **Jeff Zycinski**, Head of Radio at BBC Scotland and **Ally MacCrae** from BBC Radio 1, as well as **Jim Gellatly** from *In:Demand* (broadcasting across Scotland via the Bauer Radio Network).

In addition, there were one to one sessions, key digital, publishing and fashion seminars from market leading individuals and companies across all of these creative industries.

**Amanda Millen**, director of **goNORTH Festival** said: *"At goNORTH, we give hands-on practical advice and help people on the ladder to success in the creative sector."*

*"Thanks to funding from Highlands and Islands Enterprise (HIE), we are able to pass on expertise from those working at the highest level in the music business, in screen and broadcasting, publishing, gaming and fashion."*

*"goNORTH tackles head on the feelings of isolation that creative individuals and groups can sometimes experience, particularly in the north of Scotland. What we do best is make connections for people by giving advice and introducing them to the right people in their creative field."*

*"A recent survey on the economic impact of goNORTH and other creative activities found that £3.5m the creative networks funded by HIE generate an estimated £3.5m for the local economy, with a further £5.5m predicted in the future."*

*"We're not just taking the best advice out to the creative community, we're making a difference to the whole economy of the Highlands and Islands."*

## Notes to editors:

- **goNORTH Festival** took place on Wednesday 5th & Thursday 6th June 2013 across Inverness city centre.
- Full info on **goNORTH Festival** can be found from [www.gonorthfestival.co.uk](http://www.gonorthfestival.co.uk) and [www.screenhi.co.uk](http://www.screenhi.co.uk) and RadioGonorth visit [www.radiogonorth.com](http://www.radiogonorth.com)
- Watch **goNORTH Festival 2013** highlights:  
<http://www.youtube.com/watch?v=38aG1tLTrh4> &  
<http://www.youtube.com/watch?v=ODxUqDxqeXA>
- **goNORTH** was launched in 2001 to provide a platform for artistes from the north of Scotland to showcase for music industry and media representatives.
- Now covering a wider remit including screen and broadcast, designer fashion and publishing, **goNORTH** has become firmly established as Scotland's only leading Creative Industries Festival
- **goNORTH** is funded by Highlands and Islands Enterprise and the European Regional Development Fund (ERDF)