

Hon Judith Tizard Member of Parliament for Auckland Central
**Minister for Consumer Affairs, Minister for Auckland Issues,
Associate Minister for Arts, Culture and Heritage, Associate
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Media Statement

NZ music a hit on the world stage in New York City

New Zealand musicians have made a huge impression on New Yorkers during a concert at the prestigious Heineken Central Park Summerstage festival, said Associate Arts, Culture and Heritage Minister Judith Tizard.

Pine, Wai, Greg Johnson and King Kapisi were the four acts chosen to perform in "New Zealand Sounds" at New York City's long-running summer music festival after a call for applications in April.

"On Sunday, almost 3,000 people attended "New Zealand Sounds" at Central Park Summerstage, which was more than the organisers were expecting," said Judith Tizard. "This was followed up with a smaller, industry-focused showcase the following night, which was attended by music movers and shakers from all over New York."

The concert was co-ordinated by the NZ Music Industry Commission and New Zealand Trade and Enterprise with government funding through the America's Cup and Lord of the Rings leveraging fund, to capitalise on the success of the World Series showcases of New Zealand music.

"Rick Arnstein, a board member of New York's City Parks Foundation and vice-president of GMR Marketing, attended the World Series NZ music showcases in Auckland last year. He then encouraged the Summerstage organisers to set aside a day of the festival for New Zealand music," said Judith Tizard.

"It's a sign of the success of the World Series and the drive of New Zealand's music industry that we have influential people making important international trade opportunities happen for us in this way. Summerstage follows on from earlier missions to Midem in Cannes, Canadian Music Week and South by Southwest in Austin, Texas."

Rick Arnstein confirmed this at Summerstage: "Prime Minister Clark did a great job of conceiving the World Series undertaking and everybody I've spoken to said it was a great initiative, and one of the best I've ever been to."

Mr Arnstein added: "New Zealand Sounds" at Summerstage was a special opportunity for New Zealand because this year marks the 150th anniversary of Central Park.

Judith Tizard said music trade opportunities such as these signal a healthy future for New Zealand music. "Along with high production and performance values, we have something unique to offer the world of music from our South Pacific perspective, and

I'm delighted that the international community is responding to that."

Judith Tizard said she was pleased to hear that there was a healthy contingent of ex-pat New Zealanders amongst the Summerstage crowd. "It's a great opportunity for New Zealanders overseas to get back in touch with each other and with home, and to bring their friends along to hear a sample of New Zealand's great music.

"I want to thank Rick Arnstein, Central Park Summerstage, the Music Industry Commission, New Zealand Trade and Enterprise and the musicians for their hard work in making this opportunity happen."

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