

Programming



The Fairfield Amphitheatre Summer Series is a much loved event program with a relaxed and enjoyable vibe for music lovers and fans of Sunday afternoons by the river. While the series has enjoyed a strong flavour of multicultural entertainment in the past, Purplestage relish the opportunity of helping the program continue to evolve. Under the stewardship of Purplestage, the programming of The Fairfield Amphitheatre Summer Series will feature a diverse range of sounds and experiences and our programming strategy for this proposal is a sound of Contemporary Australian music for the entire community to enjoy.

Every Sunday afternoon at the amphitheatre will have its own programming style, but we do not intend to 'brand' each event separately or promote the events as being of a particular style. Rather than isolate musical tastes, The Fairfield Amphitheatre Summer Series will be welcoming to people of all backgrounds and musical loves, and each afternoon event will feature a curated mix of programming to that end.

In programming the series our artistic rationale has not only been to accentuate and reflect musical diversity but also artistic accessibility. Whilst we have the ability to program more famous artists or big names to 'headline' the series, we are aware that the series is more about relaxed and enjoyable Sunday afternoons, and not over exerting the capacity of the amphitheatre and the park.

After careful consideration two program line ups have been prepared as examples of a proposed schedule of performers. The artists in this proposal have not been booked and their participation is not guaranteed, however we have dealt with or had contact with these artists and are familiar with their style, operating needs and budget requirements. The artists are also from a range of sources, and not a single management or promotional company; as by engaging with Purplestage the series will have access to a broad church of musical styles and choices.

Key shifts

- Melbourne is proudly called home for a range of quality indigenous musical artists, and the Fairfield Amphitheatre Summer Series offers a great opportunity for audiences to be exposed to these artists and for the City of Yarra to continue to demonstrate its commitment to the development of indigenous arts and culture. The aim is for each program to highlight an indigenous artist and a range of styles, from contemporary adaptations of traditional sounds, to country rock and folk.
- The Summer Series concerts provide an opportunity for friends, families, young people and older adults to enjoy a relaxed afternoon of free live music. Our proposed programming will be entertaining, accessible and engaging, but is also music that the community can relax to; absorb while the kids enjoy the open space; or chat to their friends during the sets. There will be no formal pressure to get up and dance, sing along, or stay silent - the community can participate and enjoy the event with family and friends in a non-threatening, welcoming environment.
- Programming a range of sounds and styles together enhances the opportunity to promote an inclusive, tolerant supportive and involved community. By mixing musical styles, ensuring a fair gender representation and embracing the cultural and ethnic diversity of Melbourne, we intend to create the opportunity for a broad range of audiences to participate in Summer Series, and ultimately contribute to community tolerance.



Proposed Programming

Each afternoon will commence with an acknowledgment of the traditional custodians of the land, the Wurrundjeri people. Tony Smith will host the event, keeping audiences in the know about what is coming up and the facilities and services on offer at the event. The opportunity for a City of Yarra Councillor to speak will be available as advised by Council.

The afternoon will typically feature three acts, each playing for between 35 minutes to 45 minutes, with a break of approximately ten minutes between each artist. Examples of proposed artists and programming mixes are provided below.

Example Program 1



Benny Walker

Benny Walker's music is an effortless blend of blues, roots and acoustic folk. Walker's intimate, eloquent song-writing is complemented by a rich, soulful voice which speaks of the trouble, strife and wonder of everyday life. It is this voice that earned him the Victorian Indigenous Performing Arts Award for Best New Talent 2012, and a 2011 Deadly Award nomination for Most Promising New Talent in Music.



Oscar Jimenez Trio

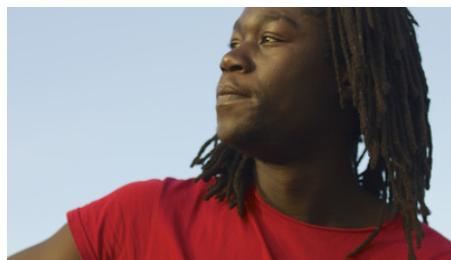
Born and raised in Colombia and now based in Australia, Oscar is a world-class singer, songwriter and producer. Overtime Oscar has become a visionary of the Latin-roots scene since arriving to Australia more than 10 years ago. In 2013 he was announced winner for the International Songwriting competition (ISC) in the Latin category with his composition "Isabela".



The Twoks

The Twoks are Xani Kolac (electric violin/vocals) and Mark Leahy (drums). The duo make happy dance music with a dark twist. The Twoks have played St Kilda Festival (MEL, Edinburgh Fringe Festival (UK), Woodford Folk Festival (QLD). The Twoks on stage are energetic fun and gifted with a beautiful range of songs that engage the audience from the moment the gig starts.

Example Program 2



Louis Majiwa

Louis Majiwa is a Kenyan funk-soul singer and songwriter whose style is defined by syncopating soulful multilingual vocals to his rhythmic acoustic guitar. Louis is the Artistic Director of North Melbourne's Club Voltaire Thursday Sessions, where he features new live acts. An active member of the Melbourne music scene, Louis was part of the team that brought the inaugural African Festival to Melbourne.



Rosie Burgess Trio

The Rosie Burgess Trio slide from folk to blues to gypsy-roots and back, the trio cross more genres than state borders, giving off "more energy than an illegally sparked firecracker" [Drum Media, Sydney]. The trio bring their unique brand of folk roots to centre stage in a collection of catchy harmonies and humour.



Yirrma and the Yolngu Boys

New gen artists 'Yirrma and the Yolngu Boys' are no strangers to Fairfield Amphitheatre. Yirrma Marika is an aspiring songwriter and guitarist with a beautiful voice; singing songs about his homeland and culture with feeling and depth beyond his years. The group are making a refreshing entrance into the music scene with their blend of traditional ceremonial songs and pop music.