

ILOSAARIROCK

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- Started back in 1971, Ilosaarirock Festival is one of the oldest rock festivals in Europe. It is also one of the major music events in Finland: sold out in advance for over a decade.
- The festival site is situated in the centre of Joensuu, about 60 km from the Finnish-Russian border.
- Ilosaarirock Festival has established a unique reputation among the music enthusiasts for its combination of relaxed ambience, musical insight and professional dedication. Each year, some 100 bands play at the Festival's five stages and clubs.

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Music



Ambience



Professionalism



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What do you think about the Ilosaarirock festival program?

- 83.9 % thought the program was surprising
- 91 % considered the program to have been of importance to them.
- 91.3 % thought the program was of high standard
- 93.6 % thought the program was unique
- 6.4 % thought that the program was no different to other festivals'

The atmosphere – Good or bad?

In the survey, people were asked to review the festival's atmosphere on a scale from one to six.

58.9 % gave it a one (meaning very good) and altogether 97.4 % considered the atmosphere to have been good. Only 2.6 % thought the atmosphere to have been bad.

- 1 = very good (58.9 %)
- 2 = good (33.5 %)
- 3 = somewhat good (5 %)
- 4 = somewhat bad
- 5 = bad
- 6 = very bad

Ilosaarirock is spacious, relaxed and sunny

- 97.8 % thought the atmosphere of the festival was relaxed
- 95.1 % thought the festival to rather have been spacious than close. 4.9 % thought the atmosphere was closed.
- 97.4 % thought the event was sunny.

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Ilosaarirock - important or insignificant?

Almost two thirds of the audience considered the festival a very important event for themselves. 95.8 % thought that the festival was at least somewhat important to them. Only 4.2 % considered the festival insignificant for themselves (giving an answer between 4-6).

- 1 = very important
- 2 = important
- 3 = somewhat important
- 4 = somewhat insignificant
- 5 = insignificant
- 6 = very insignificant

Ilosaarirock – safe or unsafe?

Almost all (95.9 %) considered Ilosaarirock festival a safe event and only 4.1 % considered the festival unsafe. There are over 700 security personnel working at the festival.

- 1 = very safe
- 2 = safe
- 3 = somewhat safe
- 4 = somewhat unsafe
- 5 = unsafe
- 6 = very unsafe

Ilosaarirock – cosy or unpleasant?

Two thirds of the audience thought the festival was very cosy and up to 96 % felt that it was at least somewhat cosy. Only 4 % gave an answer between 4-6, meaning the festival was an unpleasant event.

- 1 = very cosy
- 2 = cosy
- 3 = somewhat cosy
- 4 = somewhat unpleasant
- 5 = unpleasant
- 6 = very unpleasant

Ilosaarirock – running smoothly or roughly?

95.8 % thought the arrangements of the festival were run at least somewhat smoothly. Only 4.2 % didn't think so.

- 1 = very smoothly
- 2 = smoothly
- 3 = somewhat smoothly
- 4 = somewhat roughly
- 5 = roughly
- 6 = very roughly



ILOSAARIROCK FESTIVAL IN INTERNATIONAL CONTEXT

Small, distant and weird

or interesting, close-by, professional and cosy.

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HITS ON RUSSIAN LANGUAGE WEB-SITES

Google (and Yandex)

2,470 Russian pages for ruisrock. (12000)

1,710 Russian pages for ilosaarirock. (4165)

1,310 Russian pages for provinssirock. (7075)

1,090 Russian pages for ankkarock. (5219)

5,290 Russian pages for roskilde festival (212000)

10,800 Russian pages for glastonbury festival (58000)

31,500 Russian pages for Sziget festival. (190000)

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ILOSAARI SUMMIT

- An annual international work shop to connect the people all around live music industry, organised during the Ilosaarirock Festival in Joensuu
- The Summit gathers together the Finnish and international professionals of the rock festivals and the live music business as a whole. Ilosaari Summit is on the lookout for answers for the timely and fundamental questions of rock festivals and of the live music business as a whole.
- The workshop's programme has been created in co-ordination with Music Managers Forum Finland and Ilosaarirock Festival.

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ILOSAARI SUMMIT – Ilosaarirock as a live show case for international journalists and music business professionals

Perks

- A festival talks more than any number of words.
- Personal contact creates a lasting memory.
- Music business is all about networking.

Disadvantages

- It is hard and persistent work.
- Requires extra resources and a network of actors with similar aims.
- You can't dictate the end product.

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ILOSAARIROCK AND RUSSIA

- Ilosaari Summit participated by Russian journalists and professionals
- Visitors from Russia arrive at Ilosaarirock Festival
- Rock Bridge project 2003-2005
- Attempts to establish co-operation with Russian travel agents and music magazines to help Russian music lovers to reach Ilosaarirock
- Launching "Ilosaarirock" in St Petersburg

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Launching "Ilosaarirock" in St Petersburg

- A project to canvas the possibilities for launching a rock festival in St Petersburg or elsewhere in Russia
- The aims:
 - to unite the local know-how and the best qualities of Ilosaarirock
 - to bring closer Finnish and Russian music industries
 - increasing music export and know-how (in Finland and in Russia)
 - to study and design a new kind of festival concept in Russia
 - find new creative clusters and
 - to establish concrete co-operation among Finnish and Russian actors

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THANK YOU!

Different from other festivals, Ilosaarirock is more than anything a celebration of Finnish music, people go there for the atmosphere. According to the Finns, here have played Suede, Sonic Youth, Muse, dj Krash ,Phoenix. (...) The venue is a lake-side version of the "Singing Stage" in Tallinn, surrounded by tent mountains. The musicians perform on five stages between 2 pm and 1 am. The audience is wandering between the stages, stop at the beer areas and enjoy the multiplicity of exotic, and not so exotic food stands, souvenir boutiques, toilets, police officers, they lay on the grass and swim in the lake. Even if it is dusty, and there is rubbish on the ground, and music is loud and not always so pleasant, there is happiness everywhere...

В отличие от них Ilosaarirock — это праздник прежде всего финской музыки, зрители едут туда за атмосферой. Помимо финнов здесь в свое время играли Suede, Sonic Youth, Muse, диджей Краш, Phoenix. (...) Место действия — похожая на Певческое поле в Таллинне поляна на берегу озера. Ее окружают палаточные городки. Музыканты выступают на пяти сценах с двух дня до часа ночи. Публика курсирует между сценами, задерживается в пивных зонах, толпится у многочисленных палаток с экзотической и не очень едой, лавок с сувенирами, туалетов, представительств правозащитных организаций, лежит на траве и купается в озере. Ходят в пыли, местность постепенно заполняется мусором, музыка звучит громкая и не всегда приятная, но все кругом счастливы.

Dimitrii Pervushkin (Kommersant 27.7.2006)

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