



Joe Bonamassa at the Royal Albert Hall

Building Bonamassa

It's a classic rock saga of an exciting live artiste playing the rounds and steadily building a fanbase, but despite no notable chart success until now, Joe Bonamassa's audience just kept on growing. His success is a combination of his talent and a dedicated and equally hard-working team of management and agent. **Christopher Barrett** reports

22

Despite no hit songs and little in the way of airplay, Joe Bonamassa's raw talent, hard work and dedicated agency and management team have seen him become one of the world's

busiest live acts.

Bonamassa has built a following spanning Australia, Asia, North America and Europe by spending nine months of every year on the road, performing an average of 100 shows annually

and delivering outstanding performances every where he goes.

"When I first got involved, Joe was 26 and had already released 10 albums. He usually visits Europe three times a year, with tours in the spring, summer

and autumn," says Neil O'Brien, Bonamassa's agent in much of Europe. "With Joe you have a prolific hard-working artiste who is a delight to work with and very focused on building his audience."

Bonamassa was born in Utica,