



Ercolani promoted three shows this year, including one in Milan's biggest theatre, the 2,370-capacity Teatro degli Arcimboldi, and another in Florence that proved to be the last show to take place in the famous Teatro Comunale (2,000), home of the Maggio Fiorentino Orchestra, before the venue was shut down.

Johannes Vogel of All Blues Konzert has been promoting Bonamassa shows in Switzerland since September 2006 when he worked on a concert at Kaufleuten (1,200) in Zurich.

Backstage at a show in Zurich's Volkshaus (1,500) in February 2012, Bonamassa suggested next time they try a capped arena.

"On 1 October 2014, we did the

Hallenstadion's club format with close to 4,000 seats, and of course it sold out," says Vogel.

One of the first European territories to embrace Bonamassa

was the Netherlands where Bertus de Blaauw of Mojo Concerts continues to have considerable success promoting his shows.

"The Koninklijk Theater Carré is the most prestigious theatre in the Netherlands.

We've sold out three shows already and I am confident we'll sell out all five there," says de Blaauw.



Bertus de Blaauw

In France Gérard Drouot of GD Productions came on board in 2009, promoting Bonamassa's November show at the Olympia (2,000) in Paris. The last French shows he handled were at the city's Le Grand Rex (2,700) last March. His focus stretches way beyond Paris, and in large towns and smaller cities, Bonamassa's profile is

steadily growing.

"We are now in a position where we can sell more than 4,000 tickets in Paris and between 1,200 and 2,000 in the provinces, depending on the location," says Drouot. "Joe's management has been willing to buy TV ads to create a profile on regional channels and that has had a big impact on the sales."

Jan Gille at Live Nation Sweden joined the European network of Bonamassa promoters in 2009.

His first show was at a sold out Berns (1,100)

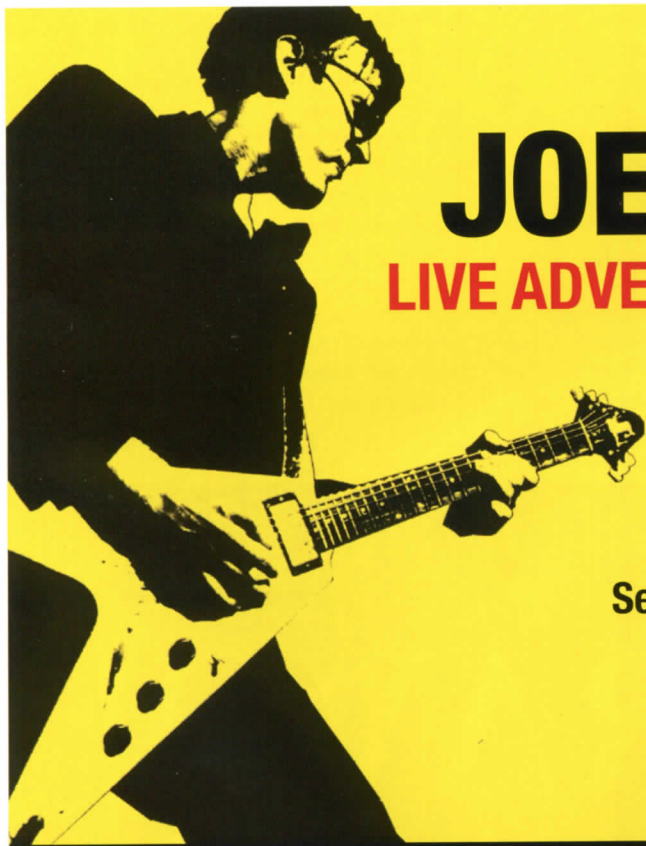
in Stockholm. "He blew my mind," says Gille "it was only then I realised the power he possesses as a live act."

Since then the aim has been to continually raise the bar for Bonamassa in Sweden, with his last visit to the capital being a sell-out at Stockholm Waterfront (2,800).

"He is not only a great guitarist, he is for ▶

**"It is becoming what we always dreamed of: a multi-generational family show"**

**Roy Weisman**



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