



Joe Bonamassa at Eventim Apollo (Photograph: Christie Goodwin)

being arranged for October 2015. "Joe has an extraordinary stage presence and is one of the best guitar players I have seen," says Rauner. "He really engages with the audience and they have loved him here from the start."

As Bonamassa's Belgian promoter since 2008, Greenhouse Talent's Pascal Van De Velde has been impressed by the guitarist's fanbase since the outset.

"There are always a lot of young people and women in the

audience, which you don't usually see at a blues concert. Joe draws a hip audience; they are die-hard fans that all want to be in the front row. We started with a 600-capacity show with €20 [\$25] tickets, he now plays here twice a year here and can sell between 4,000 and 5,000 tickets priced at €65 [\$81].

"Joe's management are on top of everything," says Van De Velde. "It is tailor-made touring, they are very specific about price, venue, scaling, marketing – when you have a show on sale they call twice a week."

In Germany A&R Adventures take on the role of promoter. "It was the first country we started to self-promote outside North America," says Weisman. "I couldn't get what I wanted – there was no lack of local promoters, but they did not share the same agenda as us."

Now the plan is to further establish

Bonamassa along the lines of his hero Eric Clapton and looking ahead, Weisman believes Bonamassa is well placed to enjoy a long and fruitful career.

"To some degree classic rock and the live rock music business is drying up, there is not a lack of new artistes, but the ones selling a lot of tickets are getting old and nearing retirement," he says.

"As the classic rock sound becomes harder to find and experience live, we will see Joe increase in demand," asserts Weisman. "Joe's growth will derive from becoming one of the leading and most respected interpreters of the genre." ■



Jeppe Nissen



Pascal van de Velde

In Austria Margit Rauner of Live Performance Service has promoted several of Bonamassa's shows, including a solo acoustic performance at the Vienna State Opera (2,100) in 2012, that was recorded live and released via J&R Adventures as a DVD package. It won him a Blues Music Award nomination.

The next Austrian show is currently

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From your friends at Greenhouse Talent Belgium