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Lieberberg scores double win at LEA

GERMANY Veteran festival and concert promoter Marek Lieberberg's MLK company scored a double triumph at the eighth annual PRG Live Entertainment Awards (LEA), held at Frankfurt's Festhalle last month.

The event, which organisers say was attended by around 1,300 guests, saw awards presented in 15 categories, ranging from promoters and venue operators to artiste managers and booking agents.

"If you spend more or less half a year on the preparation of an event such as this, you don't have the distance to judge whether it was good or not," says LEA CEO Jens Michow,





the show's producer and president of promoters and agents association BDV. "You have to rely on the reaction of the audience and this year, it was wholly positive."

MLK won Concert of the Year for Coldplay at the Red Bull Arena (cap. 50,000) in Leipzig and Festival of the Year for Rock im Pott at Gelsenkirchen's Veltins Arena (61,482).

Local organiser Dirk Becker Entertainment and the arena's management were also honoured for staging the festival, which featured acts such as Red Hot Chili Peppers and Placebo.

Michow says that Lieberberg hailed the event as superior to the long-running ECHO Awards, staged by the record industry.

"The technical and lighting performance of the LEA is due to the unbelievable efforts of our sponsor PRG," adds Michow. "Also, the LEA is probably the only German awards events where every performance is 100 per cent live."

Other award winners included Undercover, which was named Tour Organiser of the Year (it promotes acts including Silbermond, Silly, Frida Gold and Bosse), while Wizard Promotions won the Tour of the Year prize for Lady Gaga's *The Born This Way Ball*.

Konzertbüro Schoneberg won local organiser of the year, Kempten's bigBOX Allgäu (cap. 2,000) took hall/arena of the year, and the ColosSaal (600) in Aschaffenburg was awarded a €20,000 (\$25,745) grant as Club of the Year.