



Fri 13 - Sun 22 November 2020

'I PLAYED THE EFG LONDON JAZZ FESTIVAL A NUMBER OF TIMES, AND EVERY TIME IT'S BEEN A PLEASURE, A PRIVILEGE' - HERBIE HANCOCK

Serious produces the renowned EFG London Jazz Festival, one of the landmark music events in the UK. Every November we bring together music from world class creators and emerging artists, joining up the immense cultural map of London for 10 days of incredible musical collaboration and celebration. On stages right across the city, we showcase the cultural diversity surrounding jazz, celebrating its origins and future as a black music art-form, and all related genres, producing and commissioning new work, engaging with audiences and building synergy with the other artistic driving forces in the scene. The Festival thrives at the forefront of music and event production, both in the physical and digital worlds.

Over the last 28 years, the Festival has continued to expand in scope and ambition growing to be one of the most critically acclaimed and forward-thinking jazz festivals in the world. In 2020 we will take a blended approach to our production, merging traditional live performances with specially commissioned, digitally streamed work from a range of major international artists, national and emerging acts.

'THE BEST JAZZ FESTIVAL ON THE PLANET' - BBC RADIO 3

Serious works nationally to develop the next generation of artists and young producers through Talent Development schemes, to break barriers to music through Creative Engagement programmes, and to shape a musical future which challenges inequality and reflects the diversity and excellence of music in the UK. The EFG London Jazz Festival provides both a physical and digital stage upon which young musicians can inspire, and in turn be inspired by, the depth and variety of the music around them, which underpins Serious' commitment to champion new talent and inspire future generations of both audiences and artists alike.

2020 not only reflects a change of decade, but also a change for the Festival's visual identity. Our musical offering has evolved to encapsulate the tremendous vitality, depth and breadth of jazz from around the world. It is fresh, it is passionate, and it is unique.