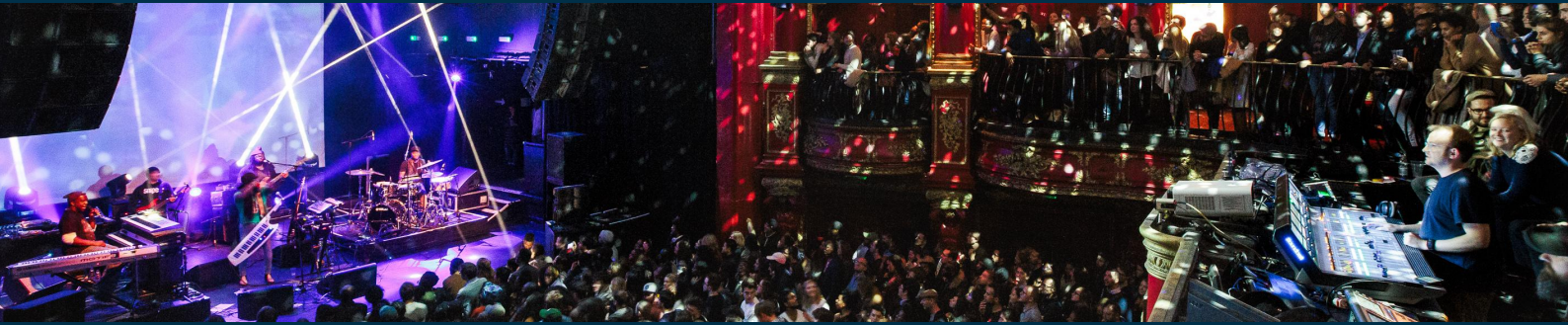


# SERIOUS

Serious are producers of outstanding live cultural experiences, including festivals, concerts, tours, creative engagement projects and talent development schemes. We are a team of passionate and committed professionals, from a variety of creative disciplines, working toward the common goal of bringing and making music that matters to the people and communities of our country.



Our annual flagship project is the EFG London Jazz Festival. This critically and culturally acclaimed event inspires everything that Serious does throughout the year nationally, internationally and within London. The Festival celebrates the unifying nature of music, taking jazz - a music of black origin - to its heart. It represents a place where exceptional musicians of all ages, nationalities and backgrounds can come together to create, support and acknowledge on another.



Innovation and collaboration run in our blood, and we are constantly looking for ways to challenge the accepted norms and create incredible new works. From producing the first blended live and digital jazz festival in the world, plus our home-grown livestream series supporting artists in album launches and live show replacements, to a ground-breaking gig at HMP Wormwood Scrubs in 2019, and from our genre-bending musical collaborations, to our community work with marginalised young people, Serious uses our experience and passion to break down barriers and to open up opportunities for everyone to access great music.

