

MEDIA RELEASE – 12 May 2011

TWELVE MORE ARTISTS TO MOVE ON UP

Next month, twelve artists working in African and Caribbean music, will be participating in, **Move On Up**, a bespoke professional development programme, produced by Serious as part of Black Routes, delivered in collaboration with Dartington and Theatre Royal Stratford East and funded by the National Lottery through Arts Council England.

These artists were selected from a long-list of 50 nominated by members of the Black Routes network, alongside producers, promoters, DJs and other industry professionals. Each of the confirmed artists has been interviewed about their careers and the skills they need to develop to achieve their aspirations, and Serious is using this information to design the programme for a week at Dartington Arts in Devon, jam-packed with practical workshops and seminars, with speakers and panel members from across the music industry.

The participating artists are:

Adriano Adewale (percussion/voice – London)
Ayanna Witter-Johnson (voice, cello, piano – London)
Bianca Rose (voice, guitar, ukulele – Kent)
Breis (hip hop vocalist – London)
Bumi Thomas (voice, guitar – London)
Jahmel Ellison (voice, bass guitar – London)
James Yarde (producer – Kent)
JB Rose (voice - Essex)
Julian Gill, aka Esco Williams (voice – Liverpool)
Mellow Baku (voice, guitar – Leicester)
Mim Suleiman (voice, percussion – Sheffield)
Ray Estaire (voice, keyboard – London)

A panel of industry experts contributed to the selection process, taking into account the following considerations for each participant: creativity, future potential, style of music, range of influences, geography, cultural background and distinctive contribution to the Black music community. The panel included representatives from Arts Council England, Serious, and Black Routes well as Austin Daboh (BBC1Xtra), Kevin Le Gendre, (broadcaster, journalist and DJ), and Rita Ray (DJ and broadcaster).

Claire Whitaker, Director of Serious said: 'The standard of applicants was even stronger than last year and there was a day of lively discussion among the panel members before we came to our final selection. It's great to see that four of last year's participants are appearing in the Decibel showcase this autumn and that several have made significant developments since their participation in Move On Up 2010. I am sure this year's cohort will also make excellent use of the information and contacts they get on **Move On Up**.'

For further details on **Move On Up** contact Lucinda Hilbery at Serious.
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For more information on this initiative and the organisations involved see:

www.serious.org.uk
www.blackroutes.org.uk
www.dartington.org
www.stratfordeast.com



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