The New Orleans Jazz & Heritage Foundation presents

sync up

the jazz & heritage talent exchange 2010
Welcome to the third annual Sync Up conference, an economic development program of the New Orleans Jazz & Heritage Foundation. Held in conjunction with the world-famous New Orleans Jazz & Heritage Festival presented by Shell, Sync Up brings together top leaders from music, film, television and new media. Discussion topics include the international music festivals market, licensing music to film and TV, career development and using the new technologies to market and sell music.  

www.syncupconference.com

Looking for Louisiana music?
Visit the Jazz & Heritage Talent Exchange, a searchable online database of Louisiana music in every imaginable genre. See talent.jazzandheritage.org.

The Jazz & Heritage Talent Exchange is a free service designed to connect the independent musicians of Louisiana with talent buyers for live performance engagements and music supervisors for licensing recordings to visual media.

You can sample music and videos, create playlists and contact artists or their representatives for bookings or licensing inquiries through the site’s internal messaging system.

Find Louisiana music at talent.jazzandheritage.org.

The New Orleans Jazz & Heritage Foundation is the nonprofit organization that owns the New Orleans Jazz & Heritage Festival presented by Shell. The Foundation uses the proceeds from Jazz Fest, and other revenues, for year-round programs in the areas of education, economic development and cultural events. Education programs include the Don Jamison Heritage School of Music and the Tom Dent Congo Square Lecture Series. Economic Development initiatives include the Raisin’ the Roof housing program, Community Partnership Grants, the Sync Up conference, the Jazz & Heritage Talent Exchange and others. Cultural programming includes the Jazz Journey concert series and five free community festivals held throughout the year. In addition to Jazz Fest, assets of the foundation include: community radio station WWOZ 90.7 FM, the Jazz & Heritage Archive, the Jazz & Heritage Center, the Jazz & Heritage Gallery and the annual Jazz & Heritage Gala. For more on the New Orleans Jazz & Heritage Foundation, please visit us online at www.jazzandheritage.org.

PARKING AT SYNC UP
City Park is normally closed to public parking during Jazz Fest. But those attending the Sync Up conference are welcome to park their cars in the park – and to leave them there for the day. Just pick up a dashboard parking pass before you leave the conference.

SYNC UP HOSPITALITY AT JAZZ FEST
Sync Up participants have their own exclusive hospitality area at Jazz Fest. It's located on the ground floor of the Derby Building (formerly the OTB building), between the Grand Stand and the Gospel Tent, directly behind the Jazz & Heritage Foundation Pavilion.

The Sync Up hospitality area is open from 1 p.m. to 5:30 p.m. every day of the festival.

Admission is restricted to Sync Up registrants with a valid conference credential.
FRIDAY, APRIL 23
9 a.m. Registration and Welcome
10 a.m.–11:30 a.m. Panel Discussion

PENETRATING THE FESTIVAL MARKET
Talent buyers from major international music events, and top American booking agents, discuss the challenges of presenting emerging talent.

Peter Noble, Director, Byron Bay Blues Fest (Australia)
Navin Chettri, Artistic Director, Kathmandu Jazz Festival (Nepal)
Peter Tladi, Director, Joy of Jazz Festival (Johannesburg, South Africa)
Chris Porter, Artist Director, Bumbershoot Festival (Seattle, WA)
Joshua Knight, Booking Agent, Monterey International (Chicago, IL)
John Lochen, Booking Agent, The Rosebud Agency (San Francisco, CA)

MODERATOR: Brian Long, Yes Know Management (New York, NY)

SATURDAY, APRIL 24
9 a.m. Registration and Welcome
10 a.m.–10:30 a.m. Keynote Address

KEYNOTE: DAVID SIMON
David Simon, creator of the new HBO series “Treme,” as well as HBO's “The Wire” and NBC's “Homicide.” “Treme,” which debuts in April, tells the complex story of a uniquely diverse set of New Orleans characters struggling to rebuild their lives in the months after Hurricane Katrina. With numerous musicians among its characters and cast, the show brings to mainstream television an extraordinary focus on the musical culture of New Orleans.

10:30 a.m.–11:30 a.m. Panel Discussion

CREATING MUSIC FOR FILM AND TELEVISION
Finding or making the right music for film and TV is an abstract art with real-world challenges — tight budgets, tighter deadlines and the daunting task of making images sing with emotion.

Gary Calamar, music supervisor HBO's “True Blood”
Blake Leyh, music supervisor HBO's “Treme”
Kevin Griffin, singer/songwriter, Better Than Ezra
John W. Comerford, producer of the film “Icons Among Us: jazz in the present tense”

MODERATOR: Ashley Miller, VP Film & TV, SESAC

WEDNESDAY, APRIL 28
6 p.m.–8 p.m. Open to the Pubic

LISTENING PARTY for “Parallel Universe: Quintron and Miss Pussycat Live at City Park,” a new album created by the New Orleans avantrock duo at the New Orleans Museum of Art during a months-long residency in the museum's galleries.

THURSDAY, APRIL 29
7 p.m.–9 p.m. Free and Open to the Public

FILM SCREENING: “ICONS AMONG US: JAZZ IN THE PRESENT TENSE”
Jazz is undergoing changes of monumental magnitude and importance. “Icons Among Us: jazz in the present tense” is a documentary film that captures the metamorphosis of jazz by showcasing the words, music, and spirit of the artists who are paving the way for an unprecedented musical revolution. Through interviews and live performance footage — much of it filmed in New Orleans — “Icons Among Us” explores the thoughts and lives of the musicians braving the front lines of today's new jazz. These brave artists are largely below the radar of mainstream media and popular culture. Yet they continue to record, perform and exist in a world that has been distracted from their brilliance.

FRIDAY, APRIL 30
9 a.m. Registration and Welcome
10 a.m.–11:30 a.m. Panel Discussion

FROM THE STREET TO THE STARS: HOW TROY “TROMBONE SHORTY” ANDREWS BUILT HIS CAREER FROM THE GRASS ROOTS TO A DEAL WITH UNIVERSAL MUSIC.
Even in this age of Internet distribution, getting a major label record deal is the ultimate prize for many musicians. But it takes a rare combination of talent, drive, a great team and even luck. Here's an inside look at how the former brass band prodigy known as Trombone Shorty did it.

Troy Andrews, artist
Mike Kappus, the Rosebud Agency (co-manager and booking agent)
Dave Bartlett, 525 Worldwide Mgmt. (co-manager)
Matt Cornell, 525 Worldwide Mgmt. (co-manager)
Michael Reinert, Executive Vice President, Business & Legal Affairs for the Universal Motown Republic Records Group

MODERATOR: Scott Aiges

SATURDAY, MAY 1
9 a.m. Registration and Welcome
10 a.m.–11:30 a.m. Panel Discussion

MARKETING AND SELLING MUSIC THROUGH SOCIAL NETWORKING AND OTHER ‘NEW MEDIA’ TECHNOLOGIES
Advances in digital technologies have given artists never-before-imagined ways to reach the masses. But with so many people competing on so many platforms, what does it take to get ahead of the pack?

Tim Bierman, General Manager, Pearl Jam’s Ten Club
Ali Sandler, Strategic Partner Manager, YouTube
Todd Rogers, CEO, Seedlabs

MODERATOR: Curt Feldman, veteran videogame journalist and conference organizer
TROY ANDREWS

Troy “Trombone Shorty” Andrews grew up in New Orleans’ Treme neighborhood and was considered a child prodigy of the brass band scene. A bandleader by the age of six, he was carrying a trombone even before his arms were long enough to reach all the positions of the slide. Originally attracting attention for his youth, by his teens he was known for his musical virtuosity as well. He attended the prestigious New Orleans Center for the Creative Arts (NOCCA). In 2005, he was a featured member of Lenny Kravitz’s horn section for a world tour that shared billing with acts such as Aerosmith. In 2006, he worked with producer Bob Ezrin and U2 at Abbey Road Studios, which led to a performance with U2 and Green Day at the post-Katrina re-opening of the New Orleans Superdome. With his band Orleans Avenue, Troy has toured throughout the US and internationally. His debut album on the major label Verve/Forecast/Universal was released April 20. This year he will perform on “The Late Show With David Letterman” and at Playboy Jazz at the Hollywood Bowl, tour Brazil and appear at such festivals as Fuji Rock in Japan and Bonnaroo. He also plays on new CDs by Sierra Leone’s Refugee All Stars, Galactic and Lenny Kravitz. He makes several appearances on the new HBO show “Treme.”

www.tromboneshorty.com

DAVE BARTLETT

Dave Bartlett is the President and co-founder of the artist management firm 525 Worldwide Music Co. From 1999 to 2004, he was President and co-owner of Tone-Cool Records, where he signed the North Mississippi Allstars, Susan Tedeschi, Taj Mahal and Garage a Trois. During his tenure, the label received four GRAMMY® nominations, was named Billboard’s Blues Label of the Year in 2003, won Blues Album of the Year from NARM in 2003 and was awarded the Blues Foundation’s Keeping the Blues Alive Award in 2003.

www.525worldwide.com

TIM BIERMAN

Tim Bierman has managed Pearl Jam’s Ten Club since 1998. In that time, he has taken an enthusiastic, start-up fan club and steered it toward a fiscally viable example of what a fan organization can be in today’s volatile music industry climate. Bierman began his career in music at the age of 14, playing in bands and hustling gigs in suburban St. Louis. At 18, he left the Midwest and headed to Montana for college. There he found his place on the staff - and later as an owner of - Rockin’ Rudy’s Records. Bierman spent the next 17 years there as buyer and manager. After a brief stop in San Francisco at Amoeba Records, he moved to Seattle to help his old Montana friend, Pearl Jam Bassist Jeff Ament, find a new direction for the Ten Club. Along the way, Bierman has directed the launch of www.pearljam.com and developed the proprietary infrastructure that runs one of the industry’s most successful sites. Bierman has been instrumental in developing Pearl Jam’s legendary bootleg programs and oversees production for Pearl Jam’s Monkey Wrench record label.

www.pearljam.com

GARY CALAMAR

Gary Calamar, President of Go Music, is a three time Grammy-nominated producer and music supervisor for his work on HBO’s “True Blood” and “Six Feet Under.” He is currently overseeing the music on some of the most acclaimed and popular shows on television: “True Blood” (HBO), “House” (Fox), “Dexter” (Showtime) and “Men Of A Certain Age” (TNT). Gary has also chosen the songs for the films “Varsity Blues,” for which he received a gold record, “Slums of Beverly Hills” and the forthcoming release “I Love You Philip Morris.” Gary hosts a hit show every Sunday night on public radio powerhouse KCRW in Santa Monica, CA. Gary's unique brand of “adventurous pop music both timely and timeless” has been a favorite of listeners for over a decade. Through the years Gary has hosted live performances and interviews with musical greats ranging from Brian Wilson and Elmer Bernstein to Wilco, Lucinda Williams and The Flaming Lips. Gary’s new book (with Phil Gallo) “Record Store Days,” about the wonderful world of record store culture, has just been released by Sterling Publishing.

www.garycalamar.com

NAVIN CHETTRI

Navin Chettri is a percussionist, vocalist, composer and founder/artistic director of The Kathmandu Jazz Festival (“Jazzmandu”). Learning tabla and entering singing competitions from the age of 4, Navin was greatly influenced by Indian rhythms and vocal styles. His band Cadenza experimented with many genres of music from rock, reggae, and blues to funk and Motown. Travelers and musicians from Africa, Europe and America exposed the band to jazz, where Navin found his true passion. The Kathmandu Jazz Festival strives to bring quality jazz to the Himalayas, promote music education and cultural interaction, and bring a message of peace and compassion through music. Now in its eighth year, the festival has featured international artists from Australia, Benin, Brazil, England, India, the Netherlands, Norway and the USA. Navin is completing his music performance and composition degree at the Lionel Hampton School at the University of Idaho.

www.jazzmandu.org
JOHN COMERFORD

John Comerford is President of Paradigm Studio, an independent film and television production company based in the Pacific Northwest. Currently, he is producing a documentary film series entitled “Icons Among Us: jazz in the present tense,” distributed by The DOC Channel, Indiepix, Cinetic Digital, Mercury Media and 7th Art Releasing. His current feature film projects include “T S O N O Q U A,” a supernatural thriller spun out of the mythologies of the Pacific Northwest, and a modern romantic comedy based on the award winning short film “Fortune Hunters.” John co-wrote and co-produced the award-winning “Around the Fire,” which has been distributed globally. The picture is a music-driven drama, centered on issues of adolescence. Distributors and exhibitors of “Around the Fire” have included Showtime, Starz/Encore, Hollywood Video, the Cannes Film Market, the Seattle International Film Festival, the South By Southwest Film Festival, EuroArts and others.

www.paradigmstudio.com

MATT CORNELL

Matt Cornell is the General Counsel and co-founder of the artist management firm 525 Worldwide Music Co. From 2002 to 2004 he was Creative Director at Tone-Cool Records, where he oversaw the label’s compilation releases, handled licensing, business affairs, marketing and art direction. Prior to working in the music industry he was managing editor of a national business compliance publication. He is admitted to the bar in Massachusetts and Connecticut. www.525worldwide.com

CURT FELDMAN

Curt Feldman has been covering interactive entertainment since 1997, when he was hired to create the news desk at game site GameSpot. He was then recruited by Imagine Media to be editor-in-chief of that company’s game industry trade magazine “Games Business.” After leaving Imagine Media, Feldman worked as Executive Director of the E3 Conference Program, programming and producing six annual conferences for the gaming industry. As News Director for CNET Entertainment, he managed the news desks of GameSpot, MP3.com and TV.com. In 2007, Feldman joined Turner Broadcasting as News Chief of the company’s game subscription service, GameTap. Most recently, he was Managing Editor and Conference Director at Engage Digital Media, where he covered virtual worlds, virtual goods and social media.

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KEVIN GRIFFIN

Kevin Griffin made his professional debut in 1995 as the singer and songwriter for New Orleans-based Better Than Ezra. Their debut record “Deluxe” went double-Platinum, fueled in part by the success of the #1 Modern Rock track “Good.” The band’s follow up record, “Fiction Baby,” went Gold and contained two Top 10 Modern Rock tracks. In addition to his continued success with Better Than Ezra, Kevin has been writing and producing for other artists. His work with Howie Day includes the singles “Perfect Time of Day” and the #1 Hot AC and Pop hit “Collide,” which drove the album “Stop the World Now” to Platinum status. Kevin wrote the Blondie single “Good Boys,” which was an international Top 10 hit. Kevin’s songs (with Better Than Ezra and other artists) have been used numerous times in films and have been featured prominently on every major network and in such marquee shows as “Monday Night Football,” “Homicide,” “The Hills” and others.

www.betterthanezra.com

MIKE KAPPUS

Mike Kappus is the founder and owner of San Francisco’s Rosebud Agency. Since 1976, Rosebud has intentionally limited its roster to a select group of roots or roots-influenced artists whose music transcends trends. A certified green, solar-powered company, Rosebud books close to 2,000 shows annually worldwide for more than 30 client artists. Kappus helped launch the careers of Los Lobos, Robert Cray, Ben Harper, John Hiatt, The Neville Brothers and others while helping raise the profile of veterans Captain Beefheart, Muddy Waters, The Staple Singers, The Blind Boys of Alabama, The Staple Singers, The Blind Boys of Alabama, The Staple Singers, The Blind Boys of Alabama, John Lee Hooker and others. He currently manages J.J. Cale, a Rosebud artist since 1983, and co-manages Trombone Shorty & Orleans Avenue. In addition to Trombone Shorty, Rosebud also books New Orleans favorites Allen Toussaint, The Dirty Dozen, Jon Cleary, Marcia Ball, BeauSoleil and The Savoy Doucet Cajun Band worldwide.

www.rosebudus.com

JOSHUA KNIGHT

Joshua Knight is a booking agent with Chicago-based Monterey International, where he has worked since 2002. He handles the West Coast for the agency and is also the responsible agent for many acts, including Taj Mahal, the Levon Helm Band, Los Lobos, JJ Grey & Mofro, Soulive, The Mother Hips, Assembly of Dust and Tao Seeger, among others. He loves New Orleans and this is his ninth straight Jazz Fest.

www.montereyinternational.net
BLAKE LEYH

Blake Leyh is a composer, music supervisor, music producer and sound designer who lives in New York City. Born in New York but raised in England until age 15, Leyh has worked in film post-production sound and music for 25 years. His sound credits include films by James Cameron, The Coen Brothers, Spike Lee, Ang Lee, John Waters, Jonathan Demme and Julie Taymor. Leyh was the music supervisor and composer for all five seasons of HBO’s acclaimed series “The Wire,” and is the music supervisor for David Simon’s new series, “Treme.” He has composed musical scores for more than 20 feature films, including many award-winning documentaries. www.blakeleyh.com

JOHN LOCHEN

John Lochen has been a booking agent with The Rosebud Agency since 1992, handling the Midwest and Southern U.S. territories. In this time he has worked with such notable Rosebud clients, both past and present, as John Lee Hooker, Albert Collins, Robert Cray, Los Lobos, The Blind Boys of Alabama, Marcia Ball, Bettye LaVette, Mavis Staples, Allen Toussaint and Booker T. Prior to joining The Rosebud Agency and following his completion of the Master of Arts program at Columbia College in Chicago, John spent time at WXRT in Chicago as a programming intern, a sales representative with Cargo Records and talent buyer for The Edge of the Lookingglass Theater. www.rosebudus.com

BRIAN LONG

Brian Long has been working in the music industry for 25 years. Currently, he is overseeing the re-launch of the Fela Kuti catalog on Knitting Factory Records. In 2002 he founded Yes Know Management, working with acts like Louisville’s VHS OR BETA, Sweden’s Jose Gonzalez and his band project Junip, and New York City’s O’Death and The Juan MacLean. Shortly after starting the company, Long collaborated with Chris White to compile the definitive early 2000s NYC music scene document, “Yes New York.” All proceeds were donated to Musicians On Call, a nonprofit that brings live and recorded music to the bedsides of patients in healthcare facilities. Brian’s career began as a producer for Spin Magazine’s syndicated radio shows. He did radio promotion at the venerable SST Records; started his own Ringers Lactate Records; founded Astralwerks Records and was GM at Caroline Records; did A&R at Geffen and MCA Records and set up Australia’s Modular Records for business in the US. He has worked closely with Sonic Youth, Soundgarden and many others. www.myspace.com/yesknowmanagement

ASHLEY MILLER

Ashley Miller is Vice President for West Coast Operations/Film & Television for SESAC, the performing rights organization. With SESAC since 2009, Miller oversees all operations of the West Coast office, including all film and television initiatives. Miller began her music career managing operations for Diamond Dave Enterprises before moving to Vision International. She then joined the West Coast offices of The Zomba Group and established a career in music supervision and film/TV music consulting. Before joining SESAC, Ashley ran the music division of Millennium Films, supervising the music for some 100 feature films, including “Rambo.” Ashley was the music supervisor for two feature films shot on location in Louisiana in 2009: “Bad Lieutenant: Port of Call New Orleans” and “Streets of Blood.” www.sesac.com

PETER NOBLE

Peter Noble is the director of Australia’s Bluesfest, held every Easter in Byron Bay’s tranquil beachside community. A highly awarded and much loved international event, Bluesfest began in 1990, recently celebrating its 21st anniversary in grand style — with 85,000 fans from 25 countries attending. When not booking tours and festivals, Peter runs Aim Records, the label he founded in 1981. In 2008, Aim became the first Australian independent label to win a Grammy Award, for a live recording by Terrance Simien and the Zydeco Experience. Peter began his career as a musician, touring throughout Australia with blues and soul bands before relocating to the United States in 1974 and opening the first punk rock club in Portland, OR. He returned to Australia in 1980 and embarked on his career as a booking agent and tour promoter, becoming one of Australia’s top festival talent buyers along the way. www.bluesfest.com.au

CHRIS PORTER

Chris has been a music industry professional for over 20 years. After booking various nightclubs in Boston in the 1990’s, he continued his career in Seattle as the music talent buyer for the Bumbershoot Festival and other events and concerts. He is currently the Programming Director for One Reel (the producing company for the Bumbershoot Festival and many other special events). www.bumbershoot.org
Michael Reinert graduated from Tulane University, where he got his start in the music business as both an on-air personality and program director for various radio stations in New Orleans. After attending law school at in New York City, Michael immediately went into private practice at a firm representing artists such as Bobby McFerrin and Joan Osborne. Michael left private practice to become Vice President of Rowe International, the world’s largest jukebox manufacturer, to head up their Video Jukebox operation. During that time, Michael was one of the early pioneers in the advent of commercial Music Video licensing. After leaving Rowe, Michael joined the firm of Mayer Katz Baker Liebowitz & Roberts LLP, where he primarily attended to the business and legal affairs matters of both Atlantic Records and Electra Records. Michael then went on to become Vice President of Business Affairs at PolyGram Records, Inc., where he was responsible for day to day business in connection with Verve Records and Mercury Nashville Records. Upon the merging of Universal and PolyGram, Michael once again returned to work for Doug Morris and Mel Lewinter, this time as Senior Vice President of Business and Legal Affairs of the Universal Motown Republic Group. He now holds the title of Executive Vice President in that company.

Todd Rogers is the CEO and co-founder of Seed Labs, based in Austin, TX. Todd graduated from Vanderbilt University with a Bachelor of Engineering in Computer Engineering and developed his technical skills at startups and small companies, building everything from veterinary software to patented devices that measure power in power lines. His software has been published to major retailers like Best Buy and Fry's and has been used by consumers and businesses alike. His corporate experience includes working at General Motors - Saturn and SPSS/IBM as a market research consultant. His last position at IBM was centered on data collection and analysis, drawing meaning out of data for marketing and process change. Seed Labs developed the mobile application for this year’s Jazz Fest, and has developed similar apps for the Austin City Limits Festival and ESPN’s X-Games, among others.

Ali Sandler works within Music Partnerships on the Business Development team at YouTube and manages relationships with major and independent record labels. She is responsible for helping partners grow their business via promotion, distribution and revenue. Ali works cross-functionally across all parts of YouTube, including product, engineering, public relations and legal. Her favorite part of working in the field is watching unknown musicians rise to fame on YouTube (and getting free concert tickets). Previously, Ali was at Google, where she worked as an account manager on Google Video. Prior to that she was involved in launching Google’s AdSense product.

David Simon is a Baltimore-based journalist, author and television producer. Born in Washington, he went to Baltimore in 1983 to work as a crime reporter at The Baltimore Sun. While at the paper, he reported and wrote two works of narrative non-fiction, “Homicide: A Year On The Killing Streets” and “The Corner: A Year in the Life of an Inner-City Neighborhood,” the former an account of a year spent with the city homicide squad, and the latter, a year spent on a West Baltimore drug corner. “Homicide” became the basis for the NBC drama which aired from 1993 to 1999 and for which Simon worked as a writer and producer after leaving The Sun in 1995. “The Corner” became an HBO miniseries and won three Emmy Awards in 2000. “The Wire,” a subsequent HBO drama, aired from 2002 to 2008 and depicted a dystopic American city contending with a fraudulent drug war, the loss of its industrial base, political and educational systems incapable of reform and a media culture oblivious to all of the above. Simon served as a writer and executive producer of HBO’s “Generation Kill,” a miniseries depicting U.S. Marines in the early days of the Iraq conflict. He is currently at work on “Treme,” a new HBO drama about post-Katrina New Orleans. Simon also does prose work for The New Yorker, Esquire and The Washington Post, among other publications.

Peter Tladi is the founder and director of the Standard Bank Joy of Jazz festival in Johannesburg, South Africa. A former A&R and marketing director for EMI South Africa, where he helped launch the careers of many South African stars, Peter is one of the top event producers and artist managers in his country. This is his third appearance at the Sync Up conference.
Upcoming Events:

JUNE 11-13, 2010
LOUISIANA CAJUN-ZYDECO FESTIVAL
Buckwheat Zydeco, Terrance Simien, Steve Riley, the Lost Bayou Ramblers, Les Freres Michot and many others.
www.cajunzydecofest.com

OCTOBER 16-17, 2010
THE CRESCENT CITY BLUES & BBQ FESTIVAL
Taj Mahal, Ruthie Foster, Corey Harris, Li’l Ed & the Blues Imperials, Barbara Lynn, Anders Osborne with the Stanton Moore Trio, Little Freddie King, Luther Kent and many more.
www.crescentcitybluesfest.com

NOVEMBER 13, 2010
TOM DENT CONGO SQUARE SYMPOSIUM

NOVEMBER 14, 2010
CONGO SQUARE RHYTHMS FESTIVAL
www.congrosquerhythms.com

DECEMBER 11-12, 2010
TREME CREOLE GUMBO FESTIVAL
www.tremegumbofest.com

APRIL 29-MAY 1 & MAY 5-MAY 8, 2011
THE NEW ORLEANS JAZZ & HERITAGE FESTIVAL PRESENTED BY SHELL