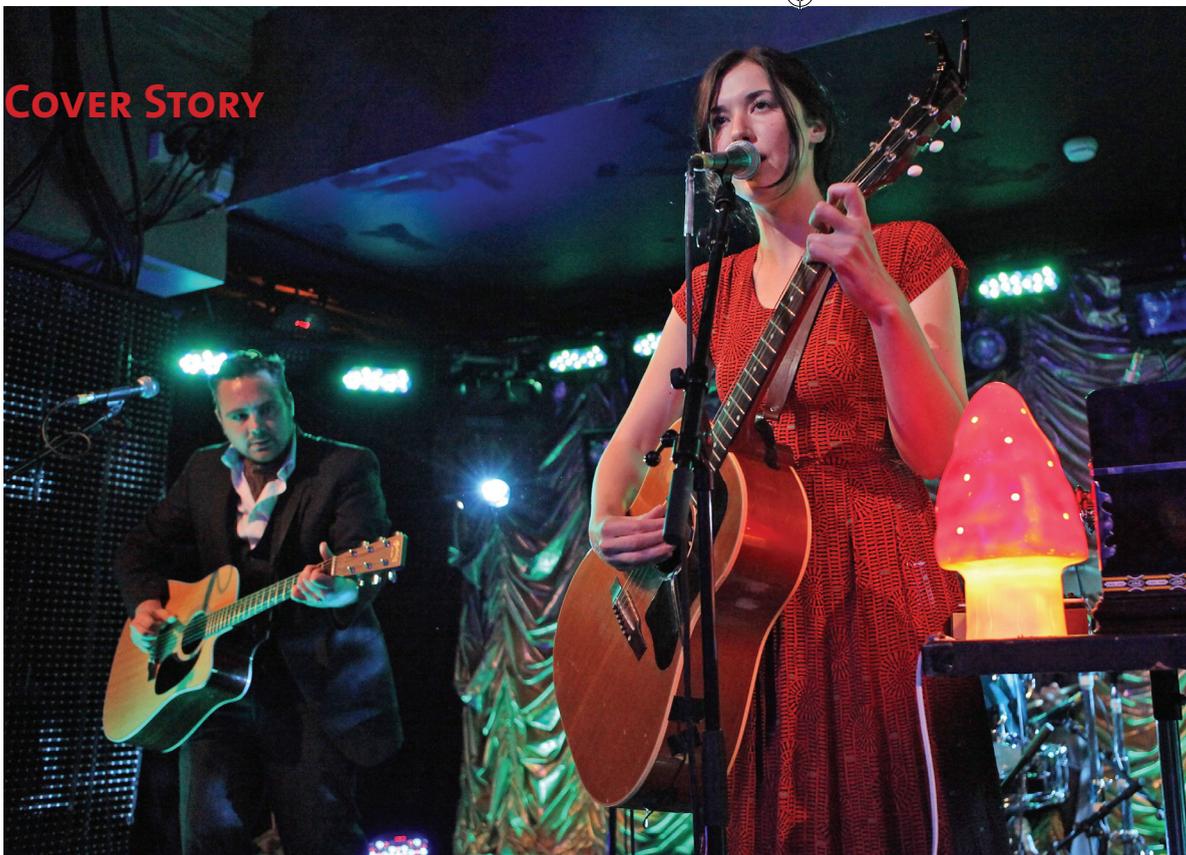


## COVER STORY



**YOUNG FOLK:** Lisa Hannigan at Whelan's

At the same time as all that, team Sevens7 was planning for more than 60 artists playing two gigs each across the city in 28 pubs, through reams of red tape.

"The overall running order and schedule, which has been pulled together by Done & Dusted, and the artist bookings, has been a pretty big spreadsheet," Carr added. "Ultimately, we're delivering a big programme for Guinness, that people are interested in and have time for. I don't think any other brand could quite pull it off. There are a lot of variables involved. There are publicans, promoters, and there's television. It's a challenging project, but through the efforts and industry of everyone involved, we've delivered."

### Eclectic

From the polished pop/rock/rap of the Hop Store 13 sets, there was a broad mix of talent playing in the participating pubs and clubs across the city, produced by Duchess from promoter MCD. The Kooks and Richard Hawley at the Academy, Calvin Harris and Jamie Cullum at the Tripod, Sugababes and Razorlight at Vicar Street, David Gray, the biggest selling artist in Ireland believe it or not, at Whelan's, with the Enemy and the Undertones. But it was the second leg, off piste shows, that provided the real USPs.

Aside from Keating's interviews and local support acts, Arthur's Day reflected the international clout of brand Guinness. Saying that, Derry boys the Undertones at Brogans, a sell out show in front

**CHEERS:** D'banj on stage at Ocean View, Victoria Island, Lagos, stout in hand

no glasses left behind the bar halfway through the set as people drank in the occasion, and there was no letting the Undertones go. We got two time limit defying encores.

Set to tour next year, across the UK and as far away as Japan, O'Neill said for the first time in a good while he is making enough money from the band

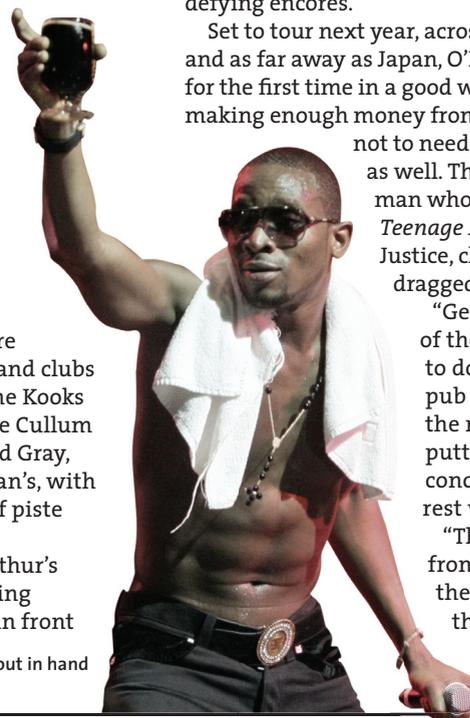
not to need another job as well. This from the man who penned *Teenage Kicks!* Justice, clearly, has dragged its heels.

"Getting some of the artists

to do a second set in a pub or a small music venue was a hard sell, but on the night both crowd and artist understood what putting music back into pubs was all about," Steel concluded. "The TV bit delivered the marketing, the rest was there for the music fans."

"The Undertones were supporters of the event from the start, and I don't think people will forget their performances on the 30<sup>th</sup> anniversary of their first album, for a long time."

Look out for Arthur's Day 2010. It's going to happen...



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Director, Pleasance Theatre Trust



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