

The Roskilde pre-party at Bongo Bar in Jönköping 2007



The poster that never came to use.

Introduction

Last year, 2006, I arranged a pre-party for Roskilde Festival in Jönköping, Sweden, at a bar called Bongo Bar. The question of the place of the pre-party has never been in any doubt since if it's gonna be a bar dedicated to music there is only Bongo Bar which also can provide with sufficient space. The idea is simple and that is to bring together the music and the people with the cultural atmosphere of Roskilde Festival.

This year's follow-up came in the same spirit, but scheduled earlier than the previous year (Wednesday 21st of June 2006). This earlier date was set since the festival was expected to sell out early. Even though I had more time at my hands for the project and tickets to the festival for the lottery, I can't sincerely say that this year's party went better.

Evaluation of 2007

Why can't I consider that this year went better? A couple of factors contributed to this... The basic ideas were the same as in 2006, namely to...

- ...provide general information about Roskilde Festival, like practical info and curiosities.
- ...arts and photos with a Roskilde theme.
- ...only contain music from artist that were going to perform at Roskilde Festival 2007.

These objects were fulfilled though not in the same extent as in 2006. I did not have a video projector to use this time and I were therefore much more limited in providing photos and artist information.

An aspect of this arrangement that maybe was the biggest problem was the poster problem. As it was supposed to, the poster was sent to the Roskilde Festival administration for approval. After that I heard nothing of it and the only thing I could do then, with a few days before the event

date, was to print out a few copies of a very simple poster that barely could be expected to look interesting for a person passing by. This is a main critique because of the central part the poster takes in an arrangement like this. I had also been told that Roskilde Festival would publish information about the pre-parties at their website. I didn't see anything about that and I visited roskilde-festival.dk frequently. Maybe this information were only sent out in the newsletter to which I 'm not subscribed?

The pre-party took som space in the news media of Jönköping. In 2006 I were interviewed through phone by a reporter from Jönköpings-Posten (<http://www.jonkopingsposten.se>), which is a printed newspaper with no electronic publications, and an article about the event was published. Basicly I think of this newspaper as shit, but we got some space. This year has seen some changes in the media landscape of Jönköping and a small article about the party was published on the frontpage of the electronic newspaper Jnytt's (<http://www.jnytt.se>) homepage (see attached article in the end of this document).

The contribution from different record labels were greater than last year and for that I am thankful. Among the material received were promotion copies of Peter Bjorn And John's "Young Folks", a signed promotion copy of Cold War Kids "Robbers & cowards", Soulsavers "It's not how far you fall, it's the way you land", Murder's "Stockholm syndrome" and Mani Spinx's "Post modern panic attack"! Of course, not to forget, were the T-shirts and the festival DVDs thankful lottery prizes, not to mention the tickets! One of the winners looked like he thought of the festival ticket in his hand as some kind of joke! Maybe he wouldn't have been more surprised if he one day woke up with his head sewn to the carpet?

The tickets were maybe the main attraction of this evening, or could have been, if I would have had the opportunity to use that in the promotion of the party I think it would have been a bigger success.

Concerning promotion material

The CDs received from the record labels have been or will be evaluated in my club blog [Blågg](#). Until now the only two CDs written about is Peter, Bjorn And John's "Young Folks" (<http://iloblog.roskildefesten.se/blagg?Home&post=10>) and Soulsavers' "It's not how far you fall, it's the way you land" (<http://iloblog.roskildefesten.se/blagg?Home&post=18>). But the other CDs will be reviewed further on.

Conclusion

Next year I want the response from Roskilde Festival concerning the poster to be more quick! I don't know where the responsibility for the approval/disapproval of the poster is in the administration of Roskilde Festival. I do know where it isn't and I am therefore not complaining to Lasse Philipssen who has been my primary connection with Roskilde Festival. I do this without economic interests and can only hope that the costs not exceeds the incomes, which is a fact that they've done so far, and to waste time on a poster that didn't come to use isn't much fun. As far as I can see there is no conflict with the Roskilde Festival interests and those other in the poster. The only logotypes associated with the canopy is the one of the bar and the one of my club. Hopefully I can use the poster in next year's pre-party?

Questions and ideas for the future

I have had some thoughts about these pre-parties. I am not sure of the extent of them; how many and in what contries? But some follow-up at the festival site should be possible. Why not a "Tent of Pre-parties" in the camping area before the festival area opens up? A place where a re-gathering of the events in the different contries could take place and the people attending those parties would have an opportunity to meet up again and listen to music from their hometowns. Of course this also would be an opportunity for others to feel some atmosphere from other pre-parties.

Concerning Roskildefesten, I am hopeful to be able to expand this party to Stockholm (my current home) and perform them under the same name and website.

See you in Roskilde 2008!

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Thanks to (companies in bold):

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Jesper Helmuth / **Warner Music Denmark A/S** / Denmark

Alexander Jangmo / Lottery / Jönköping / Sweden

Helen Mclaughlin / **V2 Music Scandinavia** /

Mads Vraa / **Good Tape Records** / Denmark

Lasse Philipssen / **Roskilde Festival** / Denmark

Bongo Bar

<http://www.bongobar.se>

Good Tape Records / Denmark

<http://www.goodtaperecords.dk>

Pirahna Musik / Germany

<http://www.piranha.de/>

Roskilde Festival / Denmark

<http://www.roskilde-festival.dk>

Roskildefesten (translation: "The Roskilde Party") / Sweden

<http://www.roskildefesten.se>

V2 Muisic Scandinavia

<http://www.v2music.se>

Warner Music Denmark A/S

<http://www.warnermusic.dk>

beauty is
orange