

# TRNSMT

## INCOMING TRANSMISSION...RADIOHEAD, KASABIAN & BIFFY CLYRO CONFIRMED TO HEADLINE BRAND NEW, 3 DAY MUSIC FESTIVAL IN GLASGOW

**\*\*EARLYBIRD TICKETS ON SALE, FRIDAY 3<sup>RD</sup> FEB, 2017 @ 9AM FROM [WWW.TRNSMTFEST.COM](http://WWW.TRNSMTFEST.COM)\*\***

Today (Tuesday 31<sup>st</sup> January) marks the announcement of an exceptional line up for Scotland's newest and freshest music festival. Taking place at **Glasgow Green** from **7<sup>th</sup> – 9<sup>th</sup> July, 2017**, **TRNSMT** will feature headline performances from **Radiohead, Kasabian** and **Biffy Clyro**. **The 1975, Catfish and the Bottlemen, Belle & Sebastian, London Grammar, George Ezra, Twin Atlantic, Two Door Cinema Club, The Kooks, Blossoms, Rag'n'Bone Man, Circa Waves** and many more to be announced, form the line-up for one of the most highly anticipated music events of the Scottish summer. This truly award-winning line-up, with a mighty 72 BRITs, Grammy Awards, Ivor Novello and Mercury Music Prize award nominations bestowed to the artists on the bill, is unyielding in its quest to provide the greatest experience of the summer for music fans.

**Glasgow Green** will play host to this truly metropolitan, non-camping festival, which stages global superstars alongside the very best of local talent. Glasgow, the UNESCO City of Music and cultural and artistic hub, will provide the backdrop as **TRNSMT** interrupts Glasgow's summer air with an electrifying celebration of music, bringing people together to enjoy the acts they already love, discover the new, and undergo life-affirming experiences.

Fresh on the heels on the release of their ninth LP, the critically acclaimed *A Moon Shaped Pool*, **Radiohead** make their return to Glasgow, playing on **Friday 7<sup>th</sup> July**. One of the most iconic and innovative bands in the world, **Radiohead** have evolved continuously since their inception, having created an eclectic back catalogue of albums and songs now widely regarded as classics. No other British band of the past 30 years continuously tops "Greatest Album Ever" or "Most Influential Artist" polls curated by fans and critics alike, are cited as influential to countless other bands of today, and have the unique ability to command respect from a live audience, no matter the scale of event they play. **Radiohead** last played Glasgow in 2008, so their return to the city in 2017, a year which has already seen them BRIT Award nominated for Best British Group, is long-awaited and highly anticipated.

Since the release of their self-titled debut album in 2004, **Kasabian** have gone on to become one of the biggest rock bands in the country and will headline **TRNSMT** on **Saturday 8<sup>th</sup> July**. They've continued to fly the flag for British guitar music ever since, releasing a further four critically acclaimed albums, all of which reached number one. Their new record will be released in the spring. The Leicester four-piece are known for their blistering live shows, with their unique blend of colossal dance beats and rock turning whole festival fields into dancefloors. Equally at home on the festival stage, in stadiums, arenas or in a small intimate setting, few bands can unify a crowd of thousands in quite the same way as **Kasabian**.

**Biffy Clyro** are three childhood friends from Ayrshire, Scotland who formed a band, delivered three albums of abrasive youthful exuberance and finally cracked the big time when their fourth – 2007's *Puzzle* – hit the charts at #2. With a further three albums under their belt, they are now bona fide

stars who can headline festivals, fill arenas and deliver hit singles in an era in which rock bands rarely trouble the charts. Currently nominated for Best British Group at this year's BRIT Awards, **Biffy Clyro's** evolution from the jagged post-hardcore of their early material to the huge alternative rock sound of recent years has won them a fervent and fanatic fan base, whose cries of "Mon the Biff!" will be heard for miles across the city when they headline **TRNSMT** on **Sunday 9<sup>th</sup> July**.

**The 1975's** album *I Like It When You Sleep, for You Are So Beautiful Yet So Unaware of It* proved they were here for a long time, and a good time, topping the charts in the UK and US and becoming one of the defining albums of recent years. The band is nominated for Brit Awards this year including Best British Group and Album of the Year and will no doubt be one of the many highlights of **TRNSMT** on **Sunday 9<sup>th</sup> July**.

Welsh four-piece **Catfish and the Bottlemen** will play **TRNSMT** hot off the back of a world tour for their critically acclaimed sophomore album, *The Ride*, which saw their anthemic sound reach number one in UK album charts. **TRNSMT's** Glasgow crowd will be sure to welcome the band on **Saturday 8<sup>th</sup> July**, as charismatic frontman Van McCann revealed his own love for the city on album track *Glasgow*, which fans will be hoping to hear this July.

Indie figureheads, **Belle & Sebastian**, bring their critically acclaimed back catalogue to **Glasgow Green** to join Radiohead on **Friday 7<sup>th</sup> July**. Emerging in the late nineties, part of the band's appeal was their apparent obliviousness to fame, which they were thrust into in 1998 with the release of *The Boy with the Arab Strap* and their 1999 *Best Newcomers* Brit Award win. Their ability to share their affinity for culture in songs written almost personally to their fans is how they've become lovingly imprinted into the music industry today.

Artists also announced today, **London Grammar, George Ezra, Twin Atlantic, Two Door Cinema Club, The Kooks, Blossoms, Rag'n'Bone Man** and **Circa Waves**, have amassed a number of award wins and nominations throughout their careers, from London Grammar's Ivor Novello win in 2014 to Rag 'n' Bone Man's Brits Critics' Choice Awards in 2017. The musical talent on offer at **TRNSMT**, led by Radiohead, Kasabian and Biffy Clyro, is the best of the best, the cream of the crop; from your new favourite to most-played artist, the line-up is yours to enjoy thanks to flexible early bird ticket packages.

**TRNSMT** will offer entertainment over two stages – with a line-up that will highlight talent across the musical spectrum, from the most influential band in fans' lifetime to their favourite new, under the radar artist on the King Tut's Stage – powered by Utilita. Fans will enjoy music, arts, culture, bars and restaurants as they customise and curate their individual festival experience across the 3 days.

Said **Geoff Ellis, Head of DF Concerts**, *"We're incredibly pleased to be bringing such a fresh, new festival to Scotland. TRNSMT will bring together the best in live music, from global acts to the best cutting edge artists on the King Tut's Stage, powered by Utilita - against the iconic skyline of Glasgow. Over the next few weeks, we'll be announcing the rest of the line-up, as well as all the additional experiences that TRNSMT will have to offer such as mouth-watering street food and a diverse offering of drinks. Stay tuned – there's plenty more to come!"*

Councillor **Frank McAveety**, Leader of Glasgow City Council and Chair of the City Marketing Bureau, said, *"Glasgow lives and breathes live music. Our city has venues, events and – most importantly – crowds to match anywhere in the world. TRNSMT is already shaping up to be an exciting event that will add to that global reputation - and become a big date in the city's summer calendar."*

We are also happy to announce that **TRNSMT** has officially partnered with **Utilita Energy**, the UK's leading provider of smart Pay-As-You-Go energy, who will be the event partner for the King Tut's Stage – powered by Utilita. Customers will also have access to a presale for **TRNSMT**.

**Jem Maidment**, Head of Marketing & Communications at **Utilita Energy**, said: *"It is a great honour for Utilita Energy to partner with TRNSMT at the beginning of this exciting new era. We know just how important music is to this great city and we are convinced TRNSMT will further enhance Glasgow's reputation for outstanding entertainment. We will be working closely with TRNSMT and look forward to revealing more of our plans over the coming months."*

The event is easily accessible with national and international transport links to and from **Glasgow**, as well as a wealth of overnight accommodation on offer throughout the city and surrounding areas. Early bird weekend and day ticket packages allow fans to carefully design their **TRNSMT** weekend experience with flexible options on offer - whether a 1, 2 or 3 day package is for you, you'll experience some of the best musical talent around. VIP ticket packages are also available, offering access to the VIP area.

**There will be a ticket presale at 9am on Wednesday 1<sup>st</sup> February for those who have signed up to the mailing list at [www.trnsmtfest.com](http://www.trnsmtfest.com)**

**Early bird tickets will go on general sale from 9am on Friday 3<sup>rd</sup> February from [www.trnsmtfest.com](http://www.trnsmtfest.com) and [www.ticketmaster.co.uk](http://www.ticketmaster.co.uk)**

#### **TRNSMT 2017 – EARLYBIRD TICKETS**

##### **Standard (excl booking fee)**

**1 Day** - £59.50

**2 Days** - £105

**3 Days** - £149

##### **VIP (excl booking fee)**

**1 Day** - £99

**2 Days** - £175

**3 Days** - £225

The official travel partner of **TRNSMT** will be Big Green Coach <http://www.biggreencoach.co.uk/>

#### **TRNSMT 2017 LINE-UP**

**FRIDAY 7<sup>TH</sup> JULY:** Radiohead, Belle & Sebastian, London Grammar, Rag'n'Bone Man + more TBA

**SATURDAY 8<sup>TH</sup> JULY:** Kasabian, Catfish and the Bottlemen, George Ezra, The Kooks, Circa Waves + more TBA

**SUNDAY 9<sup>TH</sup> JULY:** Biffy Clyro, The 1975, Twin Atlantic, Two Door Cinema Club, Blossoms + more TBA

**ENDS**

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## Notes to editors

1. The correct pronunciation of TRNSMT is 'transmit'.
2. The creative launch of TRNSMT was a first of its kind for DF Concerts and a collaborative approach between award-winning marketing agencies Wire and Material, as well as award-winning communications agency, Dog.
3. The campaign was launched on Wednesday 25th January across digital platforms, with a teaser trailer revealing very few details about the event. Curiosity quickly spread, resulting in coverage about a 'mysterious new festival' spanning UK press, including NME, Radio X and Scottish national titles.
4. The launch campaign included disruptive advertising, making use of an integrated creative display media, offline advertising and social ad campaign to spark even greater interest among the target audience by disrupting the user experience across each medium with a consistent creative and brand message. The targeted ad campaign ran across social media and the Google Display Network, radio placements on national stations and offline ad placements at key meeting points around Glasgow city centre including Central Station, bus shelters, and Subway stations.
5. Please note the event is subject to the granting of a Public Entertainment Licence and Liquor Licence.

## Further artist information

### Friday 7<sup>th</sup> July

British trio **London Grammar** shot to fame in 2013 following the release of singles *Wasting my Young Years* and *Strong*, with the latter securing them an Ivor Novello award in the Best Song Musically and Lyrically category. Their ambient and ethereal sound was prevalent in new single *Rooting For You*, dropped on New Year's Day 2017, marking the release of the group's first new music since 2013.

**Rag 'N' Bone Man** has been a prolific underground name for a few years now, honing a ferocious live reputation through guitar wielding solo performances, as the resident vocalist of rap's Rum Committee, and now through his first release through independent label Best Laid Plans, *Wolves*. He may have honed his trade underground, but this release of *Wolves*, success of hit single *Human* and a Brits Critics' Choice Awards 2017 win, marks the Rag 'N' Bone Man stepping out of the shadows.

### Saturday 8<sup>th</sup> July

One of Britain's favourite singer-songwriters will enthral crowds at **TRNSMT**, as **George Ezra** appears on Saturday 8<sup>th</sup> July. The Brit Award nominated singer was one of the breakthrough artists of recent years and shows no signs of slowing down. Ezra's hit single *Budapest* will be a sure-fire way to start a mass sing-along at the festival and his laidback, summer vibes will be the perfect addition to **TRNSMT's** stellar bill as he brings hits from his debut album *Wanted on Voyage* to Glasgow's adoring crowd.

English pop-rock veterans **The Kooks** make their return to Glasgow and their catchy chart topping songs will certainly bring the summer vibe to **TRNSMT**. The band are festival veterans, at ease on the stage, and will no doubt bring epic tunes to the Green, most notably to their massive hits *She Moves In Her Own Way* and *Always Where I Need To Be*.

Another dazzling breakthrough band added to **TRNSMT**'s bill is Liverpoolian quartet, **Circa Waves**. With energetic indie pop tracks in their repertoire from acclaimed albums *Young Chasers* and *Different Creatures*, and a support slot with fellow TRNSMT act The 1975 under their belt, their appearance at **TRNSMT** will be one not to be missed.

### **Sunday 9<sup>th</sup> July**

Since bursting onto the music scene in 2008, **Twin Atlantic** have gone from strength to strength, cultivating a mass following of dedicated fans. With singles from albums *Free*, *Great Divide* and 2016's *GLA* – a homage to their hometown, Glasgow – receiving support from BBC Radio 1, the band are continuing their ascent and show no signs of slowing down.

Bringing the luck of the Irish to **TRNSMT** are **Two Door Cinema Club** whose third album *Gameshow* was released in late 2016, containing single *Are We Ready? (Wreck)* which featured as Annie Mac's Hottest Record on BBC Radio 1. With influences from Prince and David Bowie to the Bee Gees and electronic music, **Two Door Cinema Club** are a band unafraid to reinvent themselves, as shown on their third album. Seasoned performers and no stranger to life in Glasgow having written their second album in the city, they will be a sure-fire highlight of the festival.

Stockport five piece **Blossoms** are one of Britain's most exciting bands and it's not hard to see why, as their memorable pop-rock sounds, combined with frontman Tom Ogden's unforgettable vocals, appeals to audiences everywhere. Nominated for Best Breakthrough Act at 2017's Brit Awards, the band's eponymous album topped the UK charts and will be a certain crowd-pleaser at **TRNSMT**.