

PRESS RELEASE: 09:00, Tuesday 7 September 2024

Beyond the Music, WOMEX 24 and MTV Music Week come to Manchester's Aviva Studios

- **Beyond The Music** will welcome over 200 artists and high-profile keynote speakers (including Brit-winning, multi-platinum selling artist, **AITCH** and new **Secretary of Culture Lisa Nandy**, for a new music festival across the city **9-12 October 2024** alongside **Factory Sounds alumni**.
- **WOMEX 24** is the most international and culturally diverse music convention in the world, with this landmark festival taking place in Manchester for the first time **24-26 October 2024**
- **Aviva Studios will host a free event of iconic imagery and pop culture moments from 6-8 November 2024 as part of MTV's week-long takeover of events to celebrate the EMAS coming to Manchester.**

Aviva Studios, home of **Factory International** is to host **Beyond the Music, Womex 24** and **MTV Music Week** in October and November. **Beyond the Music** and **WOMEX 24** will bring hundreds of bands, artists and keynote speakers to Aviva Studios and venues across Manchester, including Manchester's own Brit-winning, multi-platinum selling artist **Aitch**.

Beyond The Music will dedicate 25% of the line up to local Northwest-based artists, alongside stages curated by a host of labels, radio stations, media partners and publications, including BBC Introducing, Clash, Melodic, SXSW, Manchester Pride among others.

The festival also showcases alumni from **Factory Sounds**, **Factory International's** annual development program for those in Manchester's Music scene, at venues across the city, including experimental reggae artist **J Chambers**, singer songwriter **Saint Harmony**, queer South Asian producer, finger drummer and vocalist **Danny H**, DJ **Lavender Rodriguez** whose music celebrates the intersectionality of queerness via afro-futurism and afrobeat dancefloor cuts by **Prido**.

Designed to support and raise the profile of musicians and the music industry in Greater Manchester, successful **Factory Sounds** applicants are offered financial support towards the creation of a new project, peer-to-peer support, a series of regular masterclasses in artist management, promotion and fundraising demystifying the industry – plus access to **Factory International's** talent development programmes and networking opportunities.

Debuting in Manchester for the first time and across five of the city's most iconic venues, the 24th edition of the prestigious music industry event **WOMEX 24**, gives music fans a unique opportunity to discover over 50 live acts from across the world representing a mix of musical genres and styles, including folk, afrobeat, roots, jazz, reggae, and electronica.

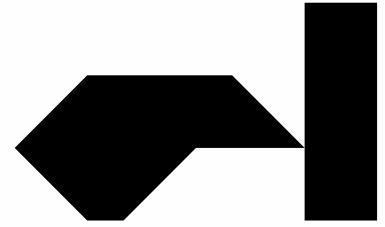
Amongst the international artists performing across the festival are **Orchestra Baobab**, known for their smooth blend of Cuban rhythms and traditional West African sounds; Japanese neo-folk fusion band

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Mitsune; Parisian group Sarāb, who mix Arabic music, jazz and psychedelic rock; Jamaican artist Kabaka Pyramid who fuses traditional reggae with modern hip-hop; Somali singer and cultural activist Sahra Halgan and Les Mamans du Congo x Robin who will present an electrifying fusion of Congolese rhythms and modern electronic beats.

The string of events culminates with **MTV EMA: 30 Years Exhibition** at Aviva Studios. One part of their week-long takeover by MTV before the EMA's arrive in the city, this free event will showcase imagery from Getty Image's archive, celebrating artists, performances, and iconic pop culture moments.

Rivca Burns, Head of Music at Factory International adds *"This Autumn is a really exciting time for Music lovers in this City and from afar and we at Aviva Studios are psyched to be playing such a crucial part in this. From WOMEX to Beyond the Music to shows like Ben Howard and Arooj Aftab not to mention MTV Music Week. There are opportunities for audiences to see artists from around the globe as well as some of the exciting talent coming through our Factory Sounds programme and so much more. These many performances will be a testament to the venue's flexibility and the ever-growing strength of Manchester's reputation as a music city."*

Aviva Studios officially opened in October 2023 as a major addition to the city's thriving music scene. Ultra-flexible in design, the 13,350 square metre building includes a 21-metre-high warehouse, which can be divided by a movable, full-height acoustic wall, and the Hall, a more traditional auditorium which provides flexible seated and standing options and features the largest permanently installed D&B Soundscape system in the North.

Over the months since opening, Aviva Studios has played host to the likes of **Johnny Marr**, who presented two nights of music with an orchestra made up of northern musicians; **Underworld**, which saw the electronic pioneers close up their European tour with two nights in Manchester; and **Children of Zeus** - all in the warehouse. Gigs in the Hall have included **Angélique Kidjo's** first show in the city for a decade; a three-show residency from Kelly Jones of **Stereophonics**; a three-day residency from pop superstar **Janelle Monae**, and a brand-new audio-visual experience 'Apophenia' from Gogo Penguin and TENENTNET.

Upcoming highlights include Grammy-winning vocalist and experimental jazz musician **Arooj Afrab** (12 Oct), award-winning indie folk artist **Ben Howard** celebrates ten years of his landmark album I Forgot Where We Were (21 October); **Romy** brings their celebratory dancefloor show; Club Mid Air to the Hall, **Fontaines D.C.** play a sold out three-night run in support of their fourth album Romance (29, 30 November, 1 December); and punk rock legends **Bowling for Soup** tour A Hangover You Don't Deserve twenty years on (8 February 2025).

LISTINGS

October 9 -12: Beyond The Music ([more info here](#))

October 24 - 26: Womex 24 ([more info here](#))

November 6 - 8: MTV EMA 30 Years Exhibition ([more info here](#))

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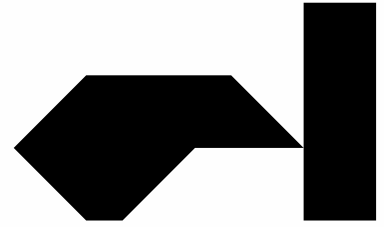
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About Beyond The Music:

Co-founded by promoter and social enterprise founder Oli Wilson and Sarah Pearson, Founder of Wasted Youth Music, alongside Rose Marley, CEO, Co-operatives UK, Beyond The Music's founding members span CityCo, Co-operatives UK, Factory International, GMCA, MCR BID, Manchester Accommodation BID, Co-op Live, AO Arena, and BPI and supported by Manchester City Council.

Their desire to empower and equip attendees and performers with knowledge and a space for honest conversation has extended to their lineup, as the festival earlier issued a call out for new artists to perform at the 2024 edition, to which over 2,500 artists applied.

Tickets to Beyond The Music 2024 are on sale now. A standard Delegate Pass (including conference and festival access) is priced at £225, a Festival Day Ticket ranges from £15 - £25, and a Festival 3-Day Ticket is available from £45.

About WOMEX – Worldwide Music Expo

Is the most international and culturally diverse music meeting in the world and the biggest conference of the global music scene, featuring a trade fair, talks, films and showcase concerts. Over 2,600* professionals (including 260 performing artists) come together every October from 90 countries, making WOMEX the leading networking platform for the world music industry. Its musical spectrum is unparalleled in the international showcase performance market, ranging from the most traditional to the new global local underground, embracing folk, roots, jazz, local and diaspora cultures as much as urban and electronic sounds from all over the globe. WOMEX hosts 7 stages, around 700 exhibiting companies, 100+ speakers, films, an opening concert and an award ceremony across five packed networking days and rather short nights. The event remains devoted to facilitating and promoting the global music industry and providing a platform to connect, inspire and share experiences, enabling new partnerships across transcontinental markets and an open economic and international cultural dialogue. WOMEX is produced by Piranha Arts, a Berlin-based independent creative company.

*Numbers based on previous WOMEX editions. [Download press shots, images and video content](#)

About the 2024 MTV EMAS

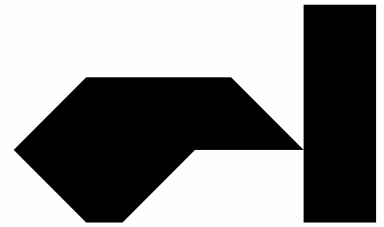
The 2024 MTV EMAs will broadcast LIVE across the globe on Sunday 10th November from Manchester, UK. One of the biggest global music events that celebrates the world's most iconic artists, the MTV EMAs bring fans a unique, multi-platform experience across MTV's global network in nearly 150 countries. Follow @MTVEMA on Facebook, X, Snapchat, Instagram and TikTok, and join the conversation with #MTVEMA. Bruce Gillmer and Richard Godfrey are Executive Producers for the 2024 MTV EMAs. Debbie Phillips and Chloe Mason are Producers.

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About MTV Music Week

Over its several editions, MTV Music Week has set the stage for the MTV EMAs with a week of music celebrations in each EMA Host City. Since 2011, the fan event series has celebrated the music scenes of several cities across Europe, including Frankfurt, Amsterdam, Glasgow, Milan, Rotterdam, Bilbao, Budapest and Düsseldorf, combining each location's breadth of venues, genres and artists with the global power of MTV's music brands in an MTV-curated city takeover. [Download assets here](#)

About Factory International

Factory International is the organisation behind Manchester International Festival (MIF) and the city's landmark new cultural space, Aviva Studios.

Factory International commissions, produces and presents a year-round programme of original creative work and special events at Aviva Studios, its landmark new home in Manchester, online, and internationally through its network of co-commissioners and partners. It also stages the city-wide Manchester International Festival every other year.

Factory International builds on the legacy of Manchester International Festival, one of the world's leading arts festivals, and the first to be entirely focused on the commissioning and producing of ambitious new work. Staged every two years in Manchester since 2007, world-renowned artists from different art forms and backgrounds create dynamic, innovative, and forward-thinking new work in venues and spaces across Greater Manchester.

A space for invention and discovery, Aviva Studios was designed by the world-leading practice Office for Metropolitan Architecture (OMA), with Ellen van Loon as lead architect – their first major public building in the UK. Its development was led by Manchester City Council, with backing of £99.05m from HM Government and £7m National Lottery funding from Arts Council England.

Ultra-flexible in design, the building is based around large, open, adaptable spaces that can be constantly reconfigured, enabling artists to develop and create large-scale work of invention and ambition of a kind not seen anywhere else in the world. A unique canvas to make, explore and experiment, audiences can enjoy the broadest range of art forms from major exhibitions and concerts to intimate performances and immersive experiences.

Factory International plays an important role in the lives of Greater Manchester residents, bringing jobs, skills, training and creative opportunities. Through the Factory Academy, Factory International is training the creative workforce of the future, while its pioneering creative engagement and artist development programmes create year-round opportunities for local people to get involved, from participating in flagship commissions to shaping the organisation through involvement in its public forums.

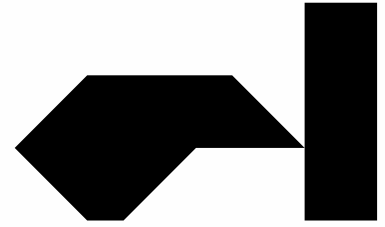
Factory International is an Arts Council England National Portfolio Organisation factoryinternational.org

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About Arts Council England

Arts Council England is the national development agency for creativity and culture. We have set out our strategic vision in Let's Create that by 2030 we want England to be a country in which the creativity of each of us is valued and given the chance to flourish and where everyone of us has access to a remarkable range of high-quality cultural experiences. From 2023 to 2026 we will invest over £467 million of public money from Government and an estimated £250 million from The National Lottery each year to help support the sector and to deliver this vision.

www.artscouncil.org.uk

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