



## M FOR MONTREAL 2015 REPORT: RECOGNITION OF A DECADE OF DISCOVERIES

Press release  
For immediate release

**Montreal, le Novembre 25<sup>th</sup> 2015** – **M FOR MONTREAL** concluded its 2015 edition last Saturday, climax-edition of a decade to be remembered! M#10 has left an indelible mark on Montreal's Festival scene, as mentioned by the local industry:

*"Great people, great vibes; best time I've had at any music conference ever!"* stated Franz Schuller, President / Talent Manager at Indica Records.

*"I got to tell you Seb: I really had a blast at M this year. Congrats!"* said Laurent Saulnier, Vice-President, Programming and Production, Équipe Spectra.

Comments echoed by the international delegation:

*"Attending M for Montreal for the first time for me was a huge huge success and positive experience. I've been to many festivals / conferences within the last 10 years but especially in terms of networking opportunities this was outstanding. A good quality of acts in totally amazing venues made this trip a highly worthwhile trip for me,"* states Bjørn Pfarr, Director – Head of music programme, Reeperbahn Festival and M for Montreal 2015 Delegate.

### M 2015 IN NUMBERS

Over 150 artists were presented in more than 20 venues across the city for a 4-day musical marathon. Local, national and international industry professionals took over the city, bringing up by 9% our hotel occupancy rate with 500 hotel nights. On the public participation side, **a total of 17,500 music aficionados got their money's worth: a significant 10% increases compare to the 2014 attendees.**

*"The new Public-Show / Pro-Show formula worked and we are already driven to a promising new decade. We're convinced that the next step will be a thrilling – like a new floor on a building with its foundation dug into the rock",* says Sebastien Nasra, M for Montreal's Founder, General Manager and Executive Producer, following a very busy and productive week. *"Thank you to all our partners and our valiant team who went the extra mile in the final sprint."*

### HIGHLIGHTS

From November 18 to 21<sup>st</sup>, M FOR MONTREAL brought together the cream of the crop of the Canadian and International music scene. **THE FRANKLIN ELECTRIC, MILK & BONE, ELLIOT MAGINOT. BUSTY AND THE BASS, THE DEARS, DUCHESS SAYS, POMO, DILLY DALLY, LOUD LARY AJUST, THE DEARS, WE ARE WOLVES, SAFIA NOLIN, PIERRE KWENDERS, RJD2** and many more were part of the celebration, leading up to the icing on the cake of this 10<sup>th</sup> edition: GRIMES closing the festivities on November 21st at a sold out Metropolis. M is also very proud of its new **SiriusXM CONCERT**, benefiting the **Garage à musique de la Fondation du Dr Julien**. Many

people responded to the call and gathered at Club Soda on November 19<sup>th</sup>, to spend the night with **LOUIS-JEAN CORMIER, PLANTS AND ANIMALS** and **FOREIGN DIPLOMATS**. **Proceeds from the show will be donated to Garage à musique de la Fondation du Dr Julien**. A successful second collaboration.

## **INDUSTRY & CONFERENCES**

For the Professional Component, M brought together 200+ of the most influential music industry representatives from 15 countries, taking the city by storm for 4 days of musical discovery, panels, networking activities and business opportunities. The 2015 Delegation enjoyed 21 professional activities, including 8 conferences! Also back this year, the traditional *Martin Cup*, awarded to an international delegate who brought significant support to artists from the Montreal scene, was given to **BILL PEARIS** from Brooklyn Vegan. He received the prize from Martin Elbourne (Glastonbury, The Great Escape, WOMAD, Music Cities), co-founder of the event, to the sound of a marching band led by Sebastien Nasra, M's Founder, on the military drum !

The export benefits of M #10 will be significant. The first echoes from representatives of showcasing artists, programmers and agents from around the world already confirm it. Upcoming months will reveal more results through a first survey that will be published early in the year followed by a full census report during spring.

**Mark your calendar – M FOR MONTREAL will be back next year November 16-19, 2016!**

M FOR MONTREAL 2015 was made possible, thanks to the financial support of partners such as **FACTOR, Canadian Heritage, SODEC, Ville de Montréal, Musicaction, Secrétariat à la région Métropolitaine, Ministère du Travail, de l'Emploi et de la Solidarité Sociale, Ministère de la Culture et des Communications, Starmaker, Tourisme Montréal, The SOCAN Foundation, Manitoba Music, SaskMusic, CIMA** and **Music Managers Forum Canada (MMF)**. [Full Partners List](#)

## **ABOUT M FOR MONTREAL**

Founded in 2006 by Sébastien Nasra (Avalanche Productions), in collaboration with the legendary British festival programmer Martin Elbourne (Glastonbury Festival, The Great Escape and co-founder along with Peter Gabriel of the WOMAD Festival), M for Montreal is Quebec's largest music market export across the world. Its mission: to showcase and promote emerging artists and propel their career abroad. For the last decade, M for Montreal has carved out an enviable reputation at the heart of Montréal's cultural life, a springboard for the Canadian emerging music scene and an awaited go-to event on the international circuit of the "New music festivals". M occupies an undeniable role as a catalyst for the local industry, both for emerging Canadian artists and those who are developing their careers at a global level.