



The Sage
Gateshead

Outside-In – January’s hottest summer party!

Saturday 30th January 2010.

While there was snow outside inside The Sage Gateshead the temperature was soaring as some of the top acts in the UK played the all new **Outside-In** music festival!

The **Sugababes, Pixie Lott, N-Dubz, Taio Cruz, Alphabeat, Erik Hassle, The Courteeners, Marina & The Diamonds, Lostprophets, Example, Scouting For Girls, The Automatic, Girls Can’t Catch, H-Boogie, General Fiasco** and **Fugative** were just some of the acts who joined the party.

Working with Generator, the music development agency based in Newcastle, the festival also featured the cream of the North East’s emerging talent including: Let’s Buy Happiness, Polarsets, Trev Gibb, Viva City, Nadine Shah, Karoshi.

The crowd came dressed to impress - boots were abandoned for flip flops, bikinis took the place of balaclavas as the indoor beach theme well and truly took off!

Pixie Lott, says: “Great to do a festival so early in the year, the crowd was brilliant and it was a fabulous event.”

Dappy of **N-Dubz**, says: “We’re party animals. Newcastle Gateshead is now our second home.”

Malcolm Gerrie, Chief Executive, Whizz Kid Entertainment, says: “I’m thrilled the show exceeded everyone’s expectations. Twenty three bands, a fabulous venue and a brilliant crowd - this has got to be an annual event.”

Ros Rigby, Performance Programme Director, The Sage Gateshead, says: “We are absolutely delighted to be presenting this exciting event in conjunction with Whizz Kid TV and we very much hope that this will become a part of The Sage Gateshead’s annual programme. It is also fantastic to be able to have Gateshead College students assisting with the production on the day.”

Tom Harvey, Chief Executive Northern Film and Media, says: “It was a brilliant North East party, a convergence of music and television that really showed the country what kind of a show we can put on up here. Welcome to the New North!”

Carol Bell, Head of Programme Development for Culture¹⁰ at Newcastle Gateshead Initiative, says: “NewcastleGateshead has a strong musical heritage and it’s been fantastic to see the next generation of artists performing at one of the country’s finest music centres. I hope Outside In festival becomes a permanent fixture in the North East’s musical calendar and continues to welcome new visitors to the region. We expect many of the people that attended Outside In will come back to experience the Evolution Festival from 28 – 31 May which will feature many more of the UK’s finest pop, urban and hip-hop acts.”

Whizz Kid Entertainment, The Sage Gateshead and Channel 4 brought this winter festival of ice cool proportions to the region. Metro Radio broadcasted live from the event and Gateshead College sponsored one of the main stages.

The Outside-In Festival is partnered by Northern Film & Media, One North East and culture¹⁰. Outside-In forms part of NewcastleGateshead’s world-class programme of festivals and events, developed by culture¹⁰. Funds raised by the event will be helping some of The Prince’s Trust’s charity initiatives in the North East.

