

From mxd.dk: [MXD Networking @ SPOT] Meet The Great Escape



Once again this year, we are inviting several key international industry professionals to attend SPOT Festival. All of them will be joining us at the [MXD Superball @ RADAR](#) as part of the SPOT+ programme, but until the festival kicks off on May 4th, we will be bringing you brief introductions to them, including where they come from, what companies they work for, what bands they want to check out at Spot, and much more. We look forward to seeing Adam Ryan of The Great Escape.

**Name:** Adam Ryan

**Company:** The Great Escape

**Title:** Programmer

**Based in:** London

**Can you tell us a bit about the company's history?**

The Great Escape was started by Martin Elborn (Glastonbury Festival) and Jon Mac (Reading and Leeds), who noticed that there was a need for a SXSW style event in the UK.

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TGE is now in its 12th year and plays host to over 450 artists from around the world and 3000 music industry delegate who attend the conference.

**- and a bit about what the festival has in store this year?**

We've been taking over parts of the City of Brighton this year with shows on Brighton Pier, i306 and My Hotels car park. The BBC have also come on board as an official partner this year, bringing some exciting in-conversation talks to the conference program.

**What was the moment you decided you wanted to work with music?**

I've always enjoyed going out and watching live music, maybe a little too much. When I found out promoting my own club night and live shows could be a full time job, I never looked back.

**Who are you looking forward to seeing at Spot Festival this year?**

Looking forward to Coda Walk (who will be playing this years TGE), Goss and Soleima.

**Best live show of your life, hands down?**

Promoting a show with The XX at a 200 cap venue was pretty special. First time watching Trash Talk. Radiohead at South Park in Oxford. LCD Soundsystem back to back with Too Many DJ's in a warehouse in Kings Cross. Aphex Twin at some small club, which I was reminded of the other day. Countless others.