

From mxd.dk: The Swedes Are Coming – Meet Johanna Beckman



Torsdag d. 7. september flyver vi 15 svenske selskaber sydpå til en hyggelig middag, lidt ny musik og en hel masse networking med deres danske kollegaer. Aftenen vil byde på to korte sets med danske acts, samt god mad og drinks. De svenske gæster er en blanding af festivaler, medier, PR-agenturer, managers, labels, publishers og endda et legendarisk pladestudie. I dagene op til networking-aftenen vil vi kort introducere dig for nogle af de svenske gæster, deres virksomheder, samt nogle af de acts de arbejder med. Her kan du møde Johanna Beckman.

Name: Johanna Beckman

Company: Huset Under Bron/Nobelberget/Gather Festival/Gagnef Festival/by:Larm

Title: Creative Director/Content Curator

Can you tell us a bit about your company? I work for different organizations. One is Huset under Bron that runs the venues Trädgården and Under bron and co-owns another venue Nobelberget. We also do the innovations festival Gather Festival under the same umbrella. But then I also run Gagnef Festival with another group of friends and I consult for

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by:Larm festival in Norway

Can you name a few acts that you yourself work with? I used to work as a manager and a label manager for Ingrid. I have managed bands such as Dungen, Jenny Wilson, El Perro Del Mar and Anna Melina. Now I have stopped managing and only work with curating and booking festivals and venues and with creative direction.

Best live show you have seen, hands down? Must be the hardest question on earth to somebody that has seen so much. This can also be categorized in so many things. But a show that had it all, visual elements, artistic brilliance, entertainment etc, is Beyonce's Lemonade tour last year.

But if you are talking great live band I must say Uran GBG at Psykjuntan 2015 or one of all Dungen shows I have seen.