



## Glaz Music : what is at stake?

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What does Glaz mean? It is the Breton word that describes the **indefinable color of the sea in Brittany**; a blend between blue, green and grey.

Glaz is also a word that defines what we call the Armor and the Argoat. The sea and the land. The core of Brittany.

Conclusively, Glaz Music gathers **20 professional companies**, with different artistic colors, based in Brittany, which engage collectively in the international development of local artists and music bands. Promoters, managers, music halls, festivals, editors... Glaz Music represents the **diversity of musical aesthetics which coexist in Brittany** and the diversity of “making”.

Complementarity, solidarity, artistic standards, responsibility... The participants of Glaz Music are all ambassadors of the “Glaz Spirit”, on behalf of the collective interest.

Together, we enlighten the richness of musical creation in Brittany. Therefore, in addition to being a brand recognized by the music business as “made in Brittany”, Glaz Music supports the quality of this collective approach.

## Our goals

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- Increase the visibility and the international export of artists music bands based in Brittany
- Enlighten, on an international scale, the artistic richness of Brittany
- Create the best conditions for international cooperation
- Act prescriptively together.

## Glaz Music, how is it?

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Launched in 2014 with the Rencontres Transmusicales de Rennes and the Bars en Trans festivals, Glaz Music takes different forms, within **big international events**.

- **Glaz Music at MaMA Event** (Paris, 2015), more than 350 professionals attended the 4 showcases by Krismenn & Alem, Manceau, Fragment and Fuzeta.
- **Glaz Music: Welcome to Bretagne**, organized in Rennes twice in December 2015 and 2016, invited 20 professionals (mainly from Asia) to attend the Trans Musicales de Rennes and the Bars en Trans festivals, in order to discover artists from Brittany and make connections between Brittany and Asia.

- **Glaz Music at Jazz Ahead** (Bremen, Germany) proposed a “speed-listening” session in order to highlight Nautilus Ensemble, Innacor label and the catalog of L’Usinerie.

Moreover, Glaz Music **reinforces the international position of its members** and makes everyone stronger and **more competitive**.

A good example would be the **French Miracle Tour** in Asia, led by Fake since 2015: it has opened the road to several artists and bands from Brittany in China, South Korea, Indonesia, and Vietnam and has built bridges between Brittany and Asia.

Breton delegations in international festivals and conventions, combined with invitations of international delegates to Brittany, creates the good conditions of an **increased and sustainable development**.

We can also refer to Sounds of the City and the festival Croisements in China, Jazz Ahead in Germany, Womex in Europe, Digital Choc in Japan, FME in Québec, IOMMA in Island of Réunion, Zandari festival in South Korea...

Among the most famous artists and projects which benefit from this collective dynamic, we can name Sax Machine, Les Gordon, Fuzeta, Manceau, film-concerts Les mondes futurs and La petite taupe, Laetitia Shériff, Rick le Cube, Michel Aumont, Spontus, Ndiaz’, Krismenn & Alem et Totorro.

Once again this year, **Glaz Music : Welcome to Brittany 2017** offers a rich artistic and professional path, conceived by all Glaz members, to 25 delegates from China, South Korea, Japan, Argentina, Germany, Romania, Spain, Netherlands and the United-States of America.

It will go through the festivals Transmusicales de Rennes, Bars en trans and NoBorder combine concerts, private showcases, networking moment on the Breton coast (oysters tasting session!), speed-meetings and a Fest Deiz in Brest!

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Glaz Music : Welcome to Bretagne 2017 is organized in partnership with les Rencontres Trans Musicales de Rennes, Bars en Trans, NoBorder, l’Institut français, the French Embassy in Beijing (China), the French Embassy in Seoul (South-Korea), and the French Embassy in Buenos Aires (Argentina), FrenchBureauExport and Spectacle vivant en Bretagne.



## Glaz Music members

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3 P’tit tour, Antipode MJC, Armada Productions, Association Trans Musicales, Bretagne(s) World Sounds, Cie des Musiques têtues, Ensemble Nautilus, Fake, Innacor, Klam, Label Charrues (Vieilles Charrues), la Criée, la Station Service, le Quartz scène nationale de Brest, l’Echonova, l’Usinerie production, MAPL/ Le Manège, Naiade, Patchrock, Penn Ar Jazz, Route 164 et Wart