



FINAL
REPORT

XXXVIII

Blues Alive



Šumperk, Czech Republic
**November 14th–16th,
2024**

INTRODUCTORY WORD FROM THE PROMOTERS

Ladies and gentlemen,
dear supporters and fans of Blues Alive,

For the twenty-eighth time this year, we have filled the town of Šumperk with more than just blues music. Our festival spans various genres, and judging by the enthusiastic response from the audience and press reviews, the three days in November were truly a feast. The international audience praised both the program and the organization.

Last year's edition was described as a breakthrough, while this year's can be considered a stabilizing one. We ran two dramaturgically balanced stages with carefully timed lineup, and our luxurious heated tent provided a great atmosphere for both concerts and jam sessions.

The accompanying programs, which are inseparable from the festival, included smaller concerts at the church and Perk Hotel, listening sessions at the library, the Czech premiere of the American film *And This is Free* at the Oko cinema, masterclasses, and an impressive exhibition titled „Photographs That Play“ at the Regional Museum. This year, our Hall of Fame exhibition was enhanced by a guitar signed by all the performers, as well as digitized audio and video recordings from previous years. The nightly improvised jam sessions, a signature feature of Blues Alive, were,

once again, amazing. The concerts of more than thirty bands were recorded by Czech Radio.

The Kent Burnside Band successfully completed the Blues Alive Tour, visiting seven cities across the Czech Republic, and based on positive feedback from local promoters, we are already organizing another edition.





Through our charity raffle, we raised more than 2400 EUR for struggling Ukraine. The winner of the raffle took home a guitar signed by all of this year's performers.

As part of the festival, we also organized a concert for students of Šumperk secondary schools, where two brave young students jammed with the headliner. We will continue this renewed tradition, as we aim to bring our music to a younger audience.

Once again, these were three amazing and relaxing days.

Thank you for your support!
Štěpán Suchochleb
and Vladimír Rybička

BASIC FACTS

1600
visitors

35
concerts

+ Blues Aperitiv
talent contest

5
stages

accompanying program,
merch sales

13

performers from 13 countries

USA, Australia, Scotland, Ireland, Italy, Brazil,
Denmark, Serbia, Holland, Austria, Poland,
Slovakia, Czech Republic

3
listening sessions

at T.G.Masaryk
Library

2
masterclasses

Luke Winslow-
King, Roberto
Luti

1
tourist trip

Blues Alive
Tour Chicago

1
concert

for secondary
schools

1
exhibition

Photographs
that Play

1
film

And This Is Free
at the Oko cinema

- recording of the festival by Czech Radio
- charity raffle for Ukraine
- cooperation with local institutions
- Blues Alive Tour in the Czech Republic
- Blues Aperitiv talent contest:
40 bands entered, 7 bands advanced
to finals, 3 qualified to the festival

The festival was held with the support of
Ministry of Culture of the Czech Republic,
Olomouc Region, City of Šumperk, Embassy
of the USA in Prague, State Culture Fund and
OSA Foundation.

The auspices of the festival were granted by
the Minister of Culture of the Czech Republic,
the Governor of the Olomouc Region, the
Mayor of the town Šumperk and the Embassy
of the USA in Prague.



CONCERTS THURSDAY NOVEMBER 14th

Courtyard Stage

KIERO GRANDE · THREE FOR SILVER · HUGO RACE & MICHELANGELO RUSSO



House Stage

READYMADE BACKSLIDERS · DAVE ARCARI · ALBERT CASTIGLIA · CHICAGO BLUES FESTIVAL FEAT. STEPHEN HULL & DAVE HERRERO & SHERYL YOUNGBLOOD



CONCERTS FRIDAY NOVEMBER 15th



Monastery church
JÖRG DANIELSEN · BEN PREVO ·
MIREK KEMEL TRIO

Courtyard Stage
ROBERT KORDYLEWSKI
TRIO · KENT BURNSIDE
BAND · THE COURETTES



House Stage

DARK LEAVES · MARCO BARTOCCIONI · CHUCK
PROPHET & THE CUMBIA SHOES · LEGENDS OF
CHICAGO BLUES FEAT. OSCAR WILSON, JIMI
PRIMETIME SMITH & BOB CORRITORE



CONCERTS SATURDAY NOVEMBER 16th



House Stage
MARTIN KRATOCHVÍL
& JAZZ Q



Courtyard Stage
THE BAD WEEK · **ROBERT**
DUIJF BAND · **EARLY JAMES**



House Stage
COLD LICKS · **LUKE**
WINSLOW-KING · **ROBERTO**
LUTI · **ERIC BIBB** · **DEVON**
ALLMAN PROJECT



ACCOMPANYING PROGRAM



Friday / November 15th

**Jiří Moravčík: Rhiannon Giddens
– Lady with banjo (listening session)**

T. G. Masaryk Library



Friday / November 15th

**Michal Bystrov: Poetry in songs of old bluesmen
(listening session)**

T. G. Masaryk Library



Saturday / November 16th

film And This is Free (USA)

Oko Cinema



Saturday / November 16th

**Ondřej Bezr, Štěpán Suchochleb:
Chicago Blues Tour 2024 (listening session)**

T. G. Masaryk Library

NIGHTLY JAM SESSIONS



EXHIBITION PHOTOGRAPHS THAT PLAY



The exhibition of music publicist Ondřej Bezr presented works of twenty leading Czech photographers focused on music. The three-generation scope of the artists brought mostly concert images taken from 1990 to the present, including photographs of some exceptional Czech musicians. One of the festival's headliners Chuck Prophet performed acoustically at the opening.

EXHIBITION ROOTS OF BLUES III



The third part of the Roots of Blues traveling exhibition took us to the hilly region of Mississippi, known as the North Hill Country. It is here that a unique style of blues developed, unmatched by anything else on the American continent. This exhibition showcases the musical essence of North Hill Country Blues, its pioneers Othar Turner and Mississippi Fred McDowell, as well as the genre's influence on subsequent generations of musicians—not only in blues, but also in rock and alternative music.

The exhibition accompanied each of the Blues Alive Tour concerts and was also displayed in Šumperk. It will continue to be available for presentation in libraries, clubs, and other cultural venues.

The exhibition was financially supported by the U.S. Embassy in Prague.



MASTERCLASSES



This year, for the third time, we organized two masterclasses designed for the general public. This time, we introduced local people to the secrets of the blues through American guitarist and author Luke Winslow-King and Italian slide guitar master Roberto Luti.

The masterclasses were a huge success, with everyone involved enjoying the experience. We will continue this interactive project for the public in the future.

CONCERT FOR SECONDARY SCHOOLS



After a break of many years, we organized a concert for students of Šumperk secondary schools, which took place on Thursday, November 14th, 2024. The event featured one of the festival's headliners, the Chicago Blues Festival, and two young, courageous musicians from Šumperk took advantage of the opportunity to jam with them.

If the Šumperk schools are interested in this project, we would like to continue it in the future.

BLUES ALIVE HALL OF FAME



The permanent Hall of Fame at the Regional Museum offers visitors in our hometown of Šumperk a unique glimpse behind the scenes and into the history of Blues Alive. Through photographs spanning all the festival's years, historical examples of festival merchandise, rare musical instruments, past book and CD editions, and various other curiosities, the exhibit showcases the rich heritage of the festival.

A special section is dedicated to the numerous awards the Blues Alive Festival has received over the years including Keeping the Blues Alive Award. Visitors can also enjoy television programs and exclusive, unpublished recordings created by festival crew.

This year, the Hall of Fame proudly added a new exhibit: a guitar donated to the festival by Kent Burnside, signed by all the performers.

CHARITY RAFFLE FOR UKRAINE – PROCEEDS OF 2400 EUR



In collaboration with our partner Kytary.cz, we organized a raffle offering the chance to win a guitar signed by all the main stars of the festival, a ticket to the next festival, and material prizes from Svijany Brewery.

The raffle raised an impressive 60,700 CZK (2400 EUR), which we proudly donated to support Ukraine's defense against Russian aggression.



EDUCATIONAL ACTIVITIES



The exhibitions Roots of the Blues I (Delta Blues) and Roots of the Blues II (Chicago Blues) created in previous years are displayed throughout the year at various locations across the Czech Republic.

This year, the exhibitions were showcased in July at the festival in Boskovice and in September at the Regional Library in Ústí nad Labem. The opening in Ústí nad Labem was accompanied by a concert by blues singer-songwriter Jiří Míža.

BLUES ALIVE TOUR CHICAGO 2024



This year marked an exciting milestone: in June, we organized the first annual Blues Roots Tour for blues enthusiasts, taking them to the birthplace of the electric blues style—Chicago.

During the tour, we explored iconic locations such as Maxwell Street, the South Side neighborhood, Muddy Waters' house, Chess Records, Alligator Records headquarters, and legendary venues like Rosa's Lounge, Kingston Mines, and Buddy Guy's Legends.

Four days of the trip were dedicated to the world-renowned Chicago Blues Festival, offering an unforgettable experience for all participants.

BLUES ALIVE TOUR

The Blues Alive Tour expands the Blues Alive phenomenon to other cities in the Czech Republic through concerts featuring one of the festival's main stars.

The concerts took place in Opava, Prague, Brno, Mikulov, Olomouc, Bystré v Orlických horách, and Javorník. At each stop, masterclasses by Kent Burnside were held for local musicians, alongside the Roots of the Blues III exhibition, dedicated to the blues from the North Hill Country region in Mississippi.

The Blues Alive Tour was accompanied by a separate promotional campaign, which also featured our partners.

The tour took place with the financial support of the U.S. Embassy in Prague.

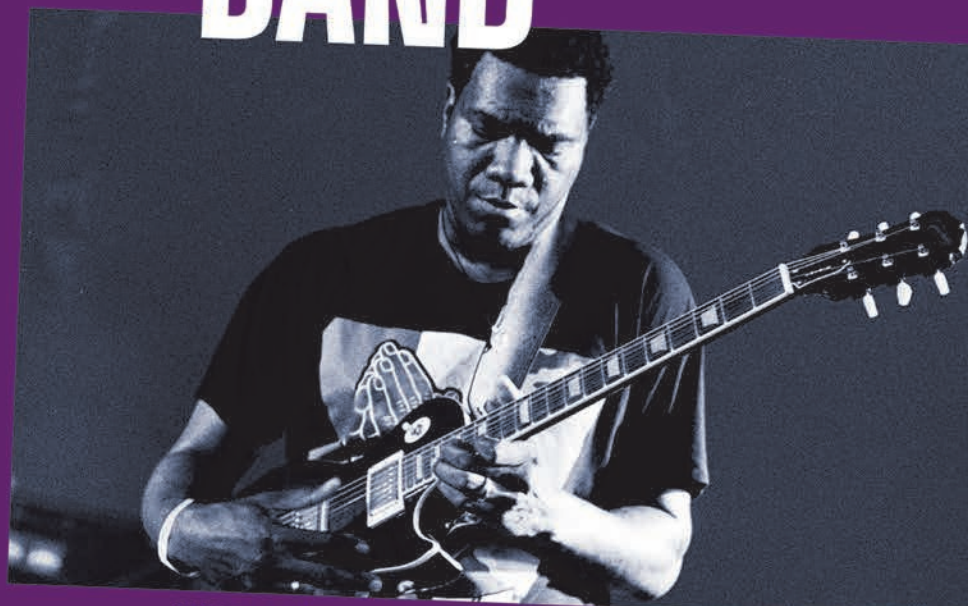


Blues
Alive
tour



ČESKÁ
BLUES
UNIE

KENT BURNSIDE BAND (USA)



- 9.11.2024 Opava – Slunovrat
- 11.11.2024 Praha – Jazz Dock / support: Steven's
- 12.11.2024 Brno – Metro Music Bar / support: Band of Heysek
- 13.11.2024 Mikulov – Hotel Templ / support: Band of Heysek
- 14.11.2024 Olomouc – Variace
- 15.11.2024 Šumperk – Blues Alive
- 16.11.2024 Bystré v Orlických horách / support: Jiří Miža
- 17.11.2024 Javorník – Tanečrna v Račím údolí / support: Band of Heysek

FINANČNÍ PODPORA:



GENERÁLNÍ PARTNER:



HLAVNÍ PARTNER:



ESPECIAL PARTNER:



FESTIVAL MAP

Šumperk



Monastery
Church of the
Annunciation
of St. Mary

Regional
Museum,
Blues Alive
Hall of Fame

Hotel Perk

Courtyard Stage

Kultibar

Oko Cinema

House Stage

T. G. Masaryk
Library

Šumperk
železniční stanice

PARTNERS STRUCTURE

FINANCIAL SUPPORT:



MINISTERSTVO
KULTURY



Olomoucký kraj

Šumperk



embassy



Státní fond kultury ČR



OCHRANNÝ SVAZ AUTORSKÝ

GENERAL PARTNER:



DAŇOVÉ PORADENSTVÍ TOMÁŠ PACLÍK

MAIN MEDIA PARTNER:



MAIN PARTNERS:



DORMER PRAMET



NEMOCNICE
ŠUMPERK

PRUM
RENT
— REAL GROUP —

OFFICIAL BEER:



OFFICIAL WINE:



ACCOMMODATION PARTNERS:



RESORT
SOBOTÍN

HOTEL : PERK

PARTNERS:



PARTNER ACTIVATIONS



PROMOTION

The Blues Alive Festival 2024 was accompanied by an extensive marketing campaign that included a mix of advertising and communication activities. This provided a platform for showcasing our partners and contributed to the festival being a sell-out.

The campaign included:

- Social media: Facebook, Instagram, YouTube, and Spotify
- TV spots on Czech TV
- Audio spots on Radio BEAT, Czech Radio, and Radio Haná
- Regularly issued press releases addressed to the media
- Billboards, CLVs, posters, and leaflets
- Advertisements in online and print media
- Website

The campaign resulted in **over 80 media mentions** about the festival, including articles, reviews, photo essays, and interviews with the festival organizers and main stars, featured in Czech Television, national daily newspapers, and major news portals.

main media partner:



media partners:



PROMOTION TV



Festival Blues Alive

Ondřej Bezděk hudební publicista a dramaturg festivalu Blues Alive



Festival Blues Alive

V rámci doprovodného programu nabídne noční jam sessiony či projekci dokumentu



V Šumperku začal festival Blues Alive

Štěpán Suchochleb pořadatel Blues Alive



V Šumperku začal festival Blues Alive

PROMOTION BRANDING ON THE SPOT



PROMOTION PRESS

Blues Alive ozdobil Devon Allman

Blues Alive letos rozžárí hvězda s cenou Grammy

Oblíbený Šumperský festival nabídne vystoupení špičkových umělců.



Rostislav Hánský redaktor MF Dnes

Šumperk se už těší na bluesové hudební dobroty a hlásí úspěch

Blues Alive také letos rozžárí světová hvězda s cenou Grammy.

■ ROSTISLAV HÁNSKÝ

ŠUMPERK | Do letošního ročníku festivalu Blues Alive sice chybí ještě zhlubova jedna hvězda, organizátoři však již nyní mohou povzdechnout nad značnými úspěchy, které festival v letošním roce získal. Mezi ně patří například vítězství v soutěži umělců s cenou Grammy. Letošní vítězem se stal zpěvák a kytarista Albert Collins. Jeho bluesové písně byly vybrány jako nejlepší v kategorii blues-rock. Collins je známý především díky své skladbě „One Up on the Mother of the House“.

Držitelé cen Grammy míří na Blues Alive

Americký bubekník a kytarista, držitel Grammy a mnoha cen Blues Music Awards Cedric Burnside či americký bluesový písničkář, držitel Grammy Blues Music Awards a tři nominace na Grammy Eric Bibb budou zážitek letošního ročníku zaručovat. Letošní Blues Alive je tedy opravdu špičkový festival.

Žánrové pestří

Z prvních letošních akcí bude koncert s názvem „Blues Alive“ s kytaristou a zpěvákem Ericem Bibbem. Bibb je známý především díky své skladbě „One Up on the Mother of the House“.

Eric Bibb
Blues je hudba, které umělec věří a sám jí žije



HUDEBNÍ FESTIVAL

28. ročník mezinárodního hudebního festivalu Blues Alive oclatřívá v Šumperku 14. listopadu. Během tří dnů na něm vystoupí přes třicet kapel a hudebníků jako například Eric Bibb, Cedric Burnside, Albert Collins a další. Festival je zaměřen na blues, ale také na jazz, funk a soul. Letošní ročník festivalu je organizován společně s Grammy Awards. Vstupné na festival je 150 Kč. Více informací na www.bluesalive.cz.

Na Blues Alive míří držitelé prestižních cen

Petr Marek

Mezinárodní hudební festival Blues Alive, který je největší středoevropskou přehlídkou zaměřenou na blues a příbuzné žánry, ohlásil první televizní zážitek. Mezi umělci, kteří se představí v letošním ročníku, jsou například držitelé prestižních světových cen, například americký bubekník a kytarista Cedric Burnside, americký písničkář a kytarista Albert Collins a další. Festival je organizován společně s Grammy Awards. Vstupné na festival je 150 Kč. Více informací na www.bluesalive.cz.



Program nabídne přes třicet úctyhodných akcí po celém městě. Samozřejmě nechybí ani koncertní seshy s umělci, kteří získali Grammy. Vstupné na festival je 150 Kč. Více informací na www.bluesalive.cz.



Foto: Blues Alive - David Váňa

Blues Alive láká na Almanna i oslavu

Blues Alive letos rozžárí světová hvězda s cenou Grammy.

Blues Alive také letos rozžárí světová hvězda s cenou Grammy.

Blues Alive také letos rozžárí světová hvězda s cenou Grammy.

Blues Alive také letos rozžárí světová hvězda s cenou Grammy.

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

Foto: Blues Alive - David Váňa

SKUPINA THE COURETTES PŘIJÍŽDÍ NA FESTIVAL BLUES ALIVE

Píseň o smrti může znít jako lo



Flavia Courtoisová a Martin Couri se těší v kaple. Která je pozvaná na svůj koncert.

Obdobě strážící, o hudební odlišnosti bylo vysloveno. Jakkoli se zpívající ruská Flavia Courtoisová vyznačuje do děvečky sedlácké hudby, přestože blues nemá daleko ani k pro Závěr večera se opět v duchu výchovného koncertu s nem lejplim slova la. Tentokrát zámožná doprovodná kapela Leger Chicago Blues.

Pomoc Ukrajině

Soběm odpovídá o telefondní gratulaci sáním Jany Koubovkou. Koncertního setu se patřil Martin Kratochvíl a Ackermanem a Joem K. národní pak v Jazz Q. Oslavující bylo vystoupení Erika Bibba, k sobě tak trochu jako bluesový Karel Písař.

Hned poté nastalo váni dobročinnosti. Soubor námi cílem byla kytarista písní všichni vystupující úběh byl, stejně jako přehlídka letěch. pomoci Ukrajině. O vskolepě finále tal Devon Allman, sy ho Gregg Allmana, slavný jiánská ká Allman Brothers. Bu inteligentní pop rock bluesovými kořený výtěčné kapely, navěm zvukem úkážou přehlídka letěch. soubor dobročinnosti.

Blues Alive také letos rozžárí světová hvězda s cenou Grammy.

Blues Alive také letos rozžárí světová hvězda s cenou Grammy.

Blues Alive také letos rozžárí světová hvězda s cenou Grammy.

Blues Alive také letos rozžárí světová hvězda s cenou Grammy.

Blues Alive také letos rozžárí světová hvězda s cenou Grammy.

Blues Alive také letos rozžárí světová hvězda s cenou Grammy.

Blues Alive také letos rozžárí světová hvězda s cenou Grammy.

Blues Alive také letos rozžárí světová hvězda s cenou Grammy.

Blues Alive také letos rozžárí světová hvězda s cenou Grammy.

Blues Alive také letos rozžárí světová hvězda s cenou Grammy.

Text Milan Tesar

Jednou z hlavních h jehož dámenou je v hudební radně takzvaného ameri užitéčné rady od 2012 v duu s africk

Blues Alive také letos rozžárí světová hvězda s cenou Grammy.

PROMOTION SOCIAL MEDIA

Social Media from January 1 to November 30, 2024:

Number of Posts

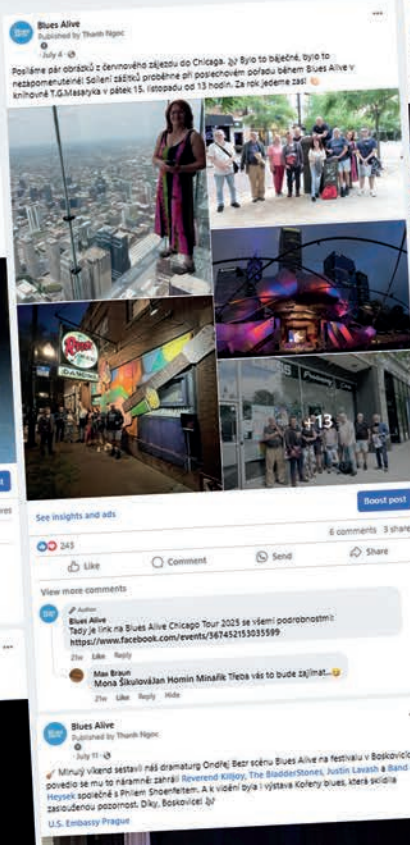
- 155 posts on Facebook (10% year-on-year increase)
- 94 posts on Instagram (57% year-on-year increase)

Reactions to Posts

- 16,400 reactions on Facebook (17% year-on-year increase)
- 2,500 reactions on Instagram (100% year-on-year increase)

Reach

- 370 000 Facebook users (82% year-on-year increase)
- 32,000 Instagram users (250% year-on-year increase)



PROMOTION INDOOR / OUTDOOR

- 10 billboards (Prague, Zábřeh na Moravě, Šumperk)
- 25 CLVs (Prague, Zábřeh na Moravě, Šumperk)
- 5,000 A2 posters
- 1,000 A1 posters
- 2,000 A5 leaflets
- Information area at the entrance to the cultural center
- Large banner on the E11 road in Šumperk
- 2 new entry portals to the festival
- 2 banners at Ice Arena Prague
- Bulletin for every visitor
- Branding design for both stages
- Projections on the main stage



The 28th Blues Alive Festival is successfully behind us. Thank you very much for your support and we look forward to working with you again in 2025.

Štěpán Suchochleb
booking@bluesalive.cz
+420 608 909 302

Vladimír Rybička
rybicka@basumperk.cz
+420 775 652 074

www.bluesalive.cz



The *Blues* Foundation

EUROPEAN
BLUES UNION

CAF
ČESKÁ ASOCIACE
FESTIVALŮ

We are the recipients of the 2019 Keeping the Blues Alive Award from The Blues Foundation in Memphis, USA. We are also proud members of The Blues Foundation, the European Blues Union, and the Czech Festival Association.