



Testimonial Sheet

"Ja Ja Ja is one of the best export programs running in London at the moment. The curation of the nights by some of our most respected media figures is genius in guaranteeing a quality line-up for Nordic acts as well as coverage for the artists. We have booked acts at this year's Great Escape off the back of seeing them at Ja Ja Ja."

Natasha Haddad

Head of Programming, The Great Escape

"The Nordic region has long proved to be a hotbed of interesting and diverse musical talent, and while its countries are always a delight to visit Ja Ja Ja plays a vital role in bringing its music to the masses in the UK. The Ja Ja Ja club nights offer a great opportunity to regularly check out new and up-coming Nordic bands without having to put in the air miles and the nights are always impeccably run."

Christopher Barrett,

Features Editor, Musicweek

"Ja Ja Ja is a brilliant platform for increasing the exposure of Nordic artists in London, and we were really happy with the turnout and reaction for Niki & The Dove."

Lucy Dickens

ITB (agent for Adele, James Blake, Hot Chip, Laura Marling, Mumford & Sons)

"Ja Ja Ja has established itself in the UK music industry calendar as the go-to regular club for unearthing the best new talent the Nordic region has to offer. Both as a way of discovering new artists and a fun and social night out Ja Ja Ja delivers something fresh to the London live music scene"

Jon Mac

Promotions Director, Mean Fiddler and Co-Founder the Great Escape

"Every aspect of the Ja Ja Ja night was handled with the utmost attention to detail ensuring things ran smoothly. But that wasn't what made it great. The people, the promotion and packed venue made the Ja Ja Ja night one of the best of the year!"

Scott Cohen

Co-Founder, The Orchard (Artist manager the Raveonettes, Deer Tracks)

"JAJAJA was all the way through a very positive experience for us. The venue was packed with both relevant industry people and regular audience, which secured a good and authentic vibe for a live show. Even though it was a nordic showcase, it seemed like the majority of the audience was english. Besides having an opportunity to invite some of our own contacts for the show, we also had the benefit of performing for the other bands contacts, and that is of great value. The people running the show was very kind, helpful and organized, and I can only recommend other bands to take this opportunity if they get it"

Sarah Sølvssteen

Manager for MØ, Scandinavian

"The Ja Ja Ja nights have been well attended, well organised and well-chosen musically. The acts that played have varied in genre and have captured London's gig going community, which is no easy task. Introducing new music from a specific country, region or part of the world can be difficult in a big city, but Ja Ja Ja have managed this successfully"

Huw Stephens

BBC Radio 1

"In a short space of time, Ja Ja Ja has come to epitomise all that's great about the Scandinavian music scene. Fresh, varied and eclectic, the nights have become a staple of the London music scene."

Greg Parmley

Editor IQ Magazine

"Just wanted to say thank you for all the hard work that went in to putting on the show last night! The White Album really enjoyed it and it was really valuable for the band. We all had a great time as well. Loads of excellent feedback for the band"

Daniel Baker

Management for the White Album – SB Management

"Having been a big fan and supporter of the Scandinavian music scene for years, it's been great to see them establish a credible and worthy night to showcase the wide variety of talent that comes from those shores. With a similar aim as us at Breakout, to create a night that is appealing to both industry and punters alike"

Ben James

Musicweek BreakOut / All Night Long Promotions/ Shoot The Pony Management



"The opportunity that Ja Ja Ja has afforded to Karin Park on the next stage of her journey is absolutely invaluable. To get exposure to a sold out discerning supportive audience, ranging from industry tastemakers to live music lovers was exactly what we needed. Many thanks to the Music Expo teams from Norway, Sweden, Finland, Iceland and Denmark for putting on such a professional well run and essential event".

Jeff Powel
Label Manager, State Of The Eye Recordings UK

The Ja Ja Ja nights in London have been a delight, not just for those of us with an interest and a passion for new music, but for the uninitiated, to discover the diversity that exists across the region. I was lucky enough to be able to curate one of these nights recently, and it was a real treat. I DO hope these nights will return in the future.

Simon Raymonde
Founder and Director, Bella Union

"Ja Ja Ja was all I expected of a Nordic club and more. A very nice venue and great vibe. Such a great turn up from the UK industry and a tool for us who's looking to present a band for UK. I would definitely have my band playing there again."

Cecilia Ancker
Senior Creative & Intl Exploitation Manager, Universal Publishing

In a climate where baby bands are continually looking for showcase opportunities in new markets, Ja Ja Ja I think has to be one of the best of its kind. Pooling the talents of all the Nordic export offices, and thus the musical talent those countries have to offer, coupled with some decent PR representation and a respected curator this is probably the best stab that anyone has taken at this kind of thing so far. From experience I know full well that one of the biggest hurdles for an export office showcase is to make it cool and Ja Ja Ja has indeed gone some way into surmounting that obstacle.

P-C Rae
Production co-coordinator The British Music Embassy @ SXSW

"I came to Ja Ja Ja to see the excellent Harry's Gym perform at The Lexington and the gig was well attended by a healthy mix of new music fans and industry faces. Ja Ja Ja actually has the potential to become a cool live brand in London as long as quality control is maintained with the acts who get to play under the name. My advice would be to be very protective of who gets to play the night even if it means only doing them when you've got a high quality line up. Less could be more in this case as the reputation would only grow as a result."

Steve Tilley
National Promoter, Kilimanjaro Live (Marina & the Diamonds, Ane Brun, Frightened Rabbit, Holy Fuck)

Thank you everyone for making this night special and taking good care of us! Everything was very well organized and it was a pleasure to be a part of this from end to end. Thank you for inviting Team Me, they had a great night, and the response has been massive!

Thomas Ryjord
Polar Artist (artist manager; Team Me, Pelbo,

"We have been to several of the Ja Ja Ja nights at The Lexington. It's a great initiative and at a great location, always with an enthusiastic gathering of people. The Katzenjammer gig was particularly memorable. Keep it up I say!"

Robert Horsefall
Sound Advice (Stargate, Lene Marlin, Katzenjammer++)

"Ja Ja Ja was a pleasure to curate, and yet more reasons to dance further with our love affair with the music from Iceland, Norway, Sweden, Finland and Denmark. Picking the bands was a tough job as the variety, diversity and quality found amongst the choices was so rich and deep. But we got there and found beautiful music getting played to a beautiful crowd in an oft over looked London gem of a venue. I'll be back with or without a wish list."

Matthew Bennet, Deputy Editor
Clash Magazine

"It was great on Thursday. I didn't see all the bands but was there from around 8.15 and it was busy the whole time - you've made a really good thing here"

Emma Hoggan
International Talent Booking (Dry the River, Sound of Rum, I Was A King)

"Mew, Pan Sonic, Sigur Ros, Dungen, Kings Of Convenience - there's no doubt that Scandinavia is the home of unique, fabulous music. But how to visit all the countries on a musical tour? Don't bother. Ja Ja Ja brings the best, most compelling new music to your doorstep."

Kieron Tyler
Mojo (freelance; Guardian Q, the Arts Desk, The Guardian, The Independent, Music Week, Les Inrockuptibles)



"Immediately after hearing about the Ja Ja Ja concept I decided to go over to London for the first club night in November and I was truly impressed with the whole setup. Ja Ja Ja gives me a feeling of a fresh start trying to erase the invisible boundaries between the Nordic music countries and helping each other out. It is fun, simple and smart and compared to one-country-showcases I've seen throughout the years this collaborative concept actually attract the target audience – the key industry people from the UK! I represent acts from all over Scandinavia and was lucky to have a Norwegian band showcase the February night with a very good industry turn-up. I look forward to help build Ja Ja Ja in 2010."

Carolina Eriksson
artist manager Saturday Enterprise (Raymond&Maria , Hellsongs, Simon Says No)

"On behalf of When Saints Go Machine I wanted to thank all of you for a great night. Great team, great outcome".

Lisa Marxen
Blackwood Music (Artist Manager, Oh No Ono, When Saints Go Machine, Treefight For Sunlight, Kenton Slash Demon)

"Ja Ja Ja is held at one of the best venues in London, and therefore the best kick-off one could wish for when doing a showcase there. The UK is the most important market in Europe, and holds the key to nearly every other territory. Ja Ja Ja is an important tool in helping to break that market."

Mads Vraa
Label manager, Good Tape Records (Battlekat, Murder, Hymns from Nineveh, Bodebrixen)

"Congratulations on an excellent night. Hafdis had a great night and we all really enjoyed not only her set but the other two bands as well. I thought the organisation of the whole night was really well done, from promotion through to production everyone was efficient and nice with it".

Kerry Harvey- Piper
Red Grape Records and Management (Hafdis Huld)

*"We were super-happy about the Ja Ja Ja night.
-comfortably packed
- great sound-guy
- nice-ness all over the place.*

The Ja Ja Ja night is probably the best London-gig we've done so far".
Ungdomskulen (played the February night)

"Through this enlightening series of events, JaJaJa Nordic are bringing likeminded music fans together to celebrate everything that sticks a rocket up the anus of ABBA and blasts it a million miles away from the delights we had tonight." – Artocker

"The Nordic nations are positively bursting with talent, and the spread of sounds is wider than the peninsula itself." - Clash Magazine

"The all new Nordic club night that aims to raise awareness of the sheer wealth of talent emerging from our Scandinavian neighbours" - The Line Of Best Fit

"Nordic bands are taking over London... bloody marvellous." - The Quietus