

SOUTHBANK CENTRE

Press Release

Date: 5 September 2022, 10am

Contact: press@southbankcentre.co.uk

Image: available to download [here](#)

Adem Holness joins the Southbank Centre as Head of Contemporary Music



Credit line: Adem Holness, Head of Contemporary Music, Southbank Centre © Almass Badat

Adem Holness has been appointed Head of Contemporary Music at the Southbank Centre to lead its contemporary music programme. Currently Relationship Manager (Music) at Arts Council England and Programme Consultant at the Dugdale Arts Centre in Enfield, Adem will join the Southbank Centre's Artistic Programming team in mid-September 2022 and will report to Mark Ball, Artistic Director.

Leading the Contemporary Music Team, Adem will be responsible for driving innovation and excellence within the contemporary music programme through curating and overseeing the delivery of 150+ music events, including the iconic annual artist-curated Meltdown festival and supporting the interdisciplinary experimentation series Purcell Sessions, which launched in September 2021. He will also be focussed on building new relationships with artists and labels, nurturing young and diverse talent, developing the family of Associate Artists and working with Creative Learning to create music engagement opportunities for young people. He will also contribute to the content strategy for the Southbank Centre's digital platforms, expanding the reach of contemporary music nationally and internationally.

As an artistic programmer and cultural strategist, Adem has worked with arts and cultural organisations, led talent development programmes and produced live music festivals, tours and gigs.

He specialises in enabling the ambitions of artists and creatives, predominantly within UK Jazz, Afrobeat, Grime, Reggae, Electronic and R&B music. Adem is a fellow of Clore Leadership, the Royal Society of Arts and PRS Foundation's Power Up scheme, an initiative supporting Black music creators and industry professionals to address anti-Black racism and racial disparities in the music sector.

On joining the Southbank Centre, Adem Holness, said: *"I am beyond thrilled to be joining the team at the Southbank Centre. As a Londoner, the Southbank Centre has always felt like our hub for groundbreaking music and creativity. So I feel deeply honoured to have the opportunity to help it continue to create space for contemporary music that reflects our city, country and international family. I am so excited to collaborate with artists, creatives, colleagues and partners to dream up new ways for people to experience live music. I can't wait for the gigs!"*

Mark Ball, Artistic Director of the Southbank Centre, added: *"Adem will play a pivotal role in not just leading on our incredible contemporary music programme, but also in how it speaks to our other artforms and connects with new audiences to ensure a rich and relevant programme in our venues and across our outdoor and virtual spaces. With such a varied and deep knowledge of the music landscape, a commitment to championing diverse talent and an unwavering commitment to culture in all its forms, Adem will certainly take our world renowned gigs and series to the next level."*

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Press image can be downloaded [here](#).

For further press information please contact:
press@southbankcentre.co.uk

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NOTES TO EDITORS

About the Southbank Centre

The Southbank Centre is the UK's largest arts centre occupying a prominent riverside location that sits in the midst of London's most vibrant cultural quarter on the South Bank of the Thames. We exist to present great cultural experiences that bring people together and we achieve this by providing the space for artists to create and present their best work and by creating a place where as many people as possible can come together to experience bold, unusual and eye-opening work. We want to take people out of the everyday, every day. The site has an extraordinary creative and architectural history stretching back to the 1951 Festival of Britain. The Southbank Centre is made up of the Royal Festival Hall, Queen Elizabeth Hall, Purcell Room and Hayward Gallery as well as being home to the National Poetry Library and the Arts Council Collection. It is also home to six Resident Orchestras (Aurora Orchestra, Chineke! Orchestra, London Philharmonic Orchestra, London Sinfonietta, Orchestra of the Age of Enlightenment and Philharmonia Orchestra).

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