

ABTT/Glasgow, SIEL, and SIB/MAGIS 1990

ABTT/GLASGOW

In anticipation of an international arts conference to be held in Glasgow, the Association of British Theatre Technicians is taking its show on the road. From 14 - 16 March 1990, ABTT will be at the Scottish Exhibition and Convention Center, with *Arts Without Frontiers*, a conference organised by the Arts Council of Great Britain, right alongside. This is the first ABTT show to take place in Scotland.

Glasgow holds other attractions for ABTT organisers. The city has been selected as Cultural Capital of Europe/1990.

Arts Without Frontiers is expected to attract over 600 arts professionals — professionals that ABTT/Glasgow expects to visit its trade show. Mike Smith, one of the organisers of the ABTT show, expects the bulk of visitors to come from the north of England, particularly, Scotland. While expectations are that the Glasgow show will be smaller than ABTT's annual London show, which in May of 1989 hosted 63 exhibitors and 2,200 attendees, Smith predicted that as many as 40 exhibitors will be on hand to demonstrate and showcase a variety of theatre, lighting, sound, and special effects equipment.

Arts Without Frontiers is designed to alert the arts world to the effects of 1992, when European Community trade barriers are lifted. Sponsored by the British Council and *The Sunday Times*, the conference delegates will discuss such topics as funding, broadcasting, taxation, employment and cultural identity.

Glasgow holds other attractions for ABTT organisers. The European Council of Ministers has selected Glasgow as the Cultural Capital of Europe/1990. Beginning at midnight 31 December 1989, Glasgow will stage a year of ambitious cultural events. Visitors to ABTT/Glasgow will be treated to an arts celebration that includes the classics of opera, dance, and music, as well as new and innovative projects.

For further information on ABTT/Glasgow, contact Ethel Langstreth at the Association of British Theatre Technicians, 4 Great Pulteney Street, London, W1R 3DF. Tel: 44/1/434-3901. For those interested in *Arts Without Frontiers*, applications can be obtained by Conference Profile Ltd., 3/4 St. Andrew's Hill, London EC4V 5BY. Tel: 44/1/236-4938.

ANDREW P. SHEARER

SIEL

With European economic unification just a couple of years away, organizers of SIEL 90, the 8th international trade show of equipment and technology for entertainment and leisure venues, are reaching beyond their traditional borders, tapping into the international marketplace for this year's roster of exhibitors and attendees. SIEL 90 will take place 17 - 20 February, 1990 at the Porte de Versailles, Paris, and as a spokesperson for Bernard Becker Blenheim, organisers of SIEL 90, states, "We want to make SIEL more international — more international exhibitors, and more foreign visitors."

To achieve this, organisers are engaged in an aggressive promotional campaign, such as international advertising and exhibiting at foreign trade shows. Last year, 6% of the 18,189 attendees and 10% of the 250 exhibitors were from countries besides France. These numbers are expected to increase in 1990.

During its four days, SIEL will provide a forum where buyers can view the complete range of entertainment and

"We want to develop the specific equipment for theme parks — artificial surfaces, gaming machines, inflatables."

leisure venue products and services, and see the latest technology, under one roof. SIEL showcases a wide range of sound and lighting equipment, video, special effects, stage machinery, sound proof equipment, synthetic surfaces, furniture, costumes, make-up, signage, and security systems. Service companies include those from animation, events promoters and organisers, record companies, architects, and designers.

SIEL 90 is complemented by the 5th annual Theatrical Services Exhibition. Under the premise that the theatrical sector is a specific field which needs special treatment, exhibitors will be presenting entertainment technology specifically designed for the stage.

Bernard Becker-Blenheim is also developing SIEL's coverage of the equipment side of the leisure industry. "While we already have exhibitors working with the leisure industry in sound or lighting equipment, for example," a spokeswoman