

Show of Peace

Posted on [January 5, 2010](#) by [admin](#)

We've seen it before. Many times. Particularly in China.

Businessman picks an issue (Environment, Peace, Famine), prepares a prospectus with a massive list of star names (all "invited"), and then looks for c. US\$15m-20m in sponsorship. Nine times out of ten, the initiative comes to naught.

SHOW OF PEACE

Is the Show of Peace, slated for the 17th April in Beijing any different? Rick Garson has an interesting history. From the (very impressive, but rather empty) website [Show of Peace](#), he has already tried for this event at the Vatican, Geneva and Beijing. Now it seems that he has pulled together the Chinese authorities, the owners of the Bird's Nest (one and the same) and Jimmy Page (from Led Zeppelin) to get the whole thing up and running - you can read the press release about Page's involvement [HERE](#).

The slogan is the catchy:

PEACE = GREEN + NO WAR + WATER + FOOD + HEALTH + EDUCATION

The only page that talks about anything vaguely philanthropic is the "Green China" page that has a single (and short) post, dated back on October 9th. It features a few facts and figures about trees and their ability to absorb CO₂. We are invited to read the blog, but there is nothing there.

The principle partner is Garson's own company [ZZYX Entertainment](#) (the one that brought us the Beijing Olympic Games "premier" entertainment piece, Divas in Beijing). ZZYX's own website introduces itself as one founded to create and own television and film programming, which to us sits uneasily with the Show of Peace ideal.

We feel churlish writing this - initiatives to promote world peace, an end to poverty, improvements in the environment etc. are worthwhile and to be applauded. However, they are often cheapened by being ill thought out and "for-profit" events, based around the opportunism of an organizer. Sponsors, artists and the world at large get inured to the noise created by the over-promise, under-deliver routines.

We hope we are made to eat humble pie sooner rather than later, and that the Show of Peace is a wonderful event that raises awareness and money for those that badly need it. There is just little evidence of that so far.

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China Music Radar

An insider's look at the music industry in China

“Show of Peace”

Posted on August 8, 2010 by admin

OK, so in the last week, there have been a slew of comments on our “[Show of Lies](#)” post way back in January. There are only two commenters, but they are certainly sticking the boot in.

Show of Peace is an initiative by the “social entrepreneur” Rick Garson. We were hugely skeptical when it was first announced and even more skeptical when Garson himself confirmed Lady Gaga and the Black Eyed Peas for the event at a press conference. LG and the BEP’s subsequently confirmed there were no such confirmations.

The postponed date (October 10) is fast approaching and there have been no updates to the [official site](#). However, the commenters have drawn attention to a new producer, [Jacqueline Beaudette](#). Said commenter is less than complimentary about Jacqueline, but sure enough, her Facebook profile features a picture of the Show of Peace logo.

We suspect this one will run and run.



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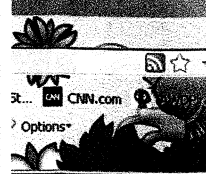
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— Show of Peace II

Shanghai sound boys, sound girls, step up

Show of Lies

Posted on [January 15, 2010](#) by [admin](#)

We've spoken a little over the last few weeks about the upcoming "Show of Peace" at the Bird's Nest stadium in Beijing. You can read what we said [HERE](#) and [HERE](#).

On Wednesday, Rick Garson and his ZZZY Entertainment company announced at an official press conference that alongside Jimmy Page, they had also confirmed the Black Eyed Peas, Lady Gaga and 50 Cent to appear at the April 17 show.

As of today, we have seen written confirmation from the Lady Gaga and BEP's teams that they will not be coming. Lady Gaga's people have never even heard of Rick Garson and Show of Peace.

A couple of thoughts about this frankly unpleasant business

1. What is Garson actually trying to achieve. Is he trying to secure a massive piece of sponsorship revenue and then flee the country?
2. The imminent failure of the event will, as we said previously, undermine the credibility of these kind of charitable initiatives, both with donors, sponsors and the public at large.
3. Potential Chinese ticket-buyers will have been scammed once again by unethical concert artists, making them even more wary about these kind of events in the future. The news that Lady Gaga will be playing in April in Beijing is all over the Chinese wires today.

Rick, please come forward and defend yourself. We would very much like to hear what you have to say.



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