

## Floyd's Gilmour goes it alone

### The Plot

Pink Floyd guitarist David Gilmour will play a one-off concert to promote his first solo album in 22 years

#### DAVID GILMOUR ON AN ISLAND (EMI)

In an event sure to have Pink Floyd fans shimmying with anticipation, frontman David Gilmour will perform an intimate one-off concert at a London venue in the week of his forthcoming solo album's release.

The album, entitled *On An Island*, is Gilmour's first solo set in 22 years and he is due to perform the album in its entirety at the concert, which will be syndicated worldwide and aired exclusively by Radio Two in the UK. He will be joined on stage by Roxy Music's Phil Manzanera, Pink Floyd's Rick Wright, Guy Pratt, John Carin and Steve di Stanislao.

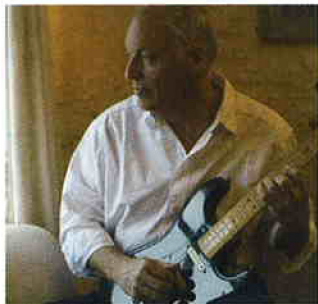
Gilmour's profile has been at a high since last year's Live 8 performance with Pink Floyd and EMI has made the most of the

attention to kick-start a period of set-up activity for the release. In December, the artist's own website was launched, ([www.davidgilmour.com](http://www.davidgilmour.com)) and over the past two months has been used to drip-feed information about the album and associated world tour. The album will be released on March 6, Gilmour's 60th birthday.

"Obviously, Pink Floyd's audience is David Gilmour's audience," says marketing manager Paul Fletcher. "He received huge exposure through Live 8 and we have tried to draw on that through the website. With the launch of David's new website, it has now become the focus destination for all Gilmour news."

Over the Christmas period, the site hosted an exclusive stream of a non-album track and the site has been used for early sale of all concerts in UK, Europe and US. "We saw fantastic traffic over Christmas when we streamed a new non-album track for couple of days as a teaser. We also launched the album artwork on the site," says Fletcher.

Fletcher says that, while the obvious audience is the Pink Floyd fanbase, he believes there is



potential to grow. "There's definitely an opportunity to reach out to new fans," he says. "We are looking to target not only the existing Floyd fanbase, but also the wider, predominantly male, audience who would have seen David perform with Floyd at Live 8. Also, I think with the UK tour falling in May it gives us a window to extend our press coverage."

Gilmour has teamed up with David Crosby and Graham Nash for the title track from the album, which will likely be a radio promo around release. At retail, a limited-edition version of the album will be available in a clothbound, hardback book with 24 pages and foil blocking on the spine with album art designed by Steve Knee from Blade.

#### CAMPAIGN SUMMARY

PR UK/INTERNATIONAL: Claire Singers, LD Communications

NATIONAL RADIO: Tina Skinner, EMI Records

NATIONAL TV: Kate Hiscox, EMI Records

MARKETING: Paul Fletcher, EMI Records

MANAGEMENT: Paul Loasby, One Fifteen Management