PLACEBO TO PLAY SUNDANCE LONDON

Music Performance Joins Previously Announced Opening Night Event:

An Evening With Robert Redford and T Bone Burnett

London, Monday 28 November 2011, The O2 — Sundance Institute and The O2 today announced that musical act Placebo, who have released six studio albums and sold more than 10 million records worldwide, will perform at the first-ever Sundance London as part of the four-day festival’s music programme.

Sundance London takes place 26 – 29 April, 2012, and will feature the UK premieres of films fresh from the 2012 Sundance Film Festival which takes place in January 2012 in Park City, Utah. Daily live music performances, discussions, panels and other public events will round out the four-day festival.

Placebo lead singer Brian Molko said: “We’re excited to return to The O2 to perform at this event. As a band, we follow our own philosophy of making the music we want to make, putting faith in our songs and records. The Sundance Film Festival has been championing similarly like-minded people for over 30 years and encouraging them to put faith in their own talent.”

Ingrid Sutej, The O2, Director of Content Development, said: “We’re very excited about Placebo being a part of Sundance London. It will be fantastic to see this band perform in a more intimate setting; that they will be part of this new and unique festival points to the reach and attraction of Sundance.”

Tickets for Placebo will go on general sale on Thursday, 01 December, 2011 at www.sundance-london.com. Passes, packages and individual tickets for both the film and music components of Sundance London are now on sale.

Further additions to the Sundance London music programme will be announced.
For press accreditation please register via press.aegurope.com

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**Media Contacts:**
Suzi Kent
AEG Europe – The O2
+44 (0) 20 8463 2574
suzi.kent@aegworldwide.co.uk

Casey De La Rosa
Sundance Institute
001 310 360 1981
casey_delarosa@sundance.org

**Robert Redford**
Robert Redford is an Academy Award-winning actor, director and producer, a passionate advocate for the arts and a leading environmentalist. He serves as President of the non-profit Sundance Institute, which he founded 30 years ago to foster independence, discovery and new voices in American film and theatre. Mr. Redford also founded the Sundance Channel, Sundance Resort, Sundance Catalog, and Sundance Cinemas and the non-profit Redford Center. Though very different in their activities and independent in their operations, all of Mr. Redford’s Sundance entities share the same core mission he has always held dear: a passionate connection to new artists, new voices and new perspectives.

[www.sundancegroup.net](http://www.sundancegroup.net)

**Sundance Institute**
Sundance Institute is a global non-profit organization founded by Robert Redford in 1981. Through its artistic development programs for directors, screenwriters, producers, composers and playwrights, the Institute seeks to discover and support independent film and theatre artists from the United States and around the world, and to introduce audiences to their new work. The Institute promotes independent storytelling to inform, inspire, and unite diverse populations around the globe. Internationally recognized for its annual Sundance Film Festival, Sundance Institute has nurtured such projects as *Born into Brothels*, *Trouble the Water*, *Son of Babylon*, *Amreeka*, *An Inconvenient Truth*, *Spring Awakening*, *I Am My Own Wife*, *Light in the Piazza* and *Angels in America*. [www.sundance.org](http://www.sundance.org)

**AEG**
AEG is one of the leading sports and entertainment presenters in the world. It owns or operates some of the world’s best arenas and theatres, numerous sports franchises including the Los Angeles Kings (NHL) and LA Galaxy (MLS), and a collection of companies dedicated to producing, promoting and presenting world-class live entertainment.

In May 2005, AEG Europe announced that it would transform the former Millennium Dome and the surrounding area into the UK’s most exciting and technically advanced music, sport and entertainment destination. It was renamed The O2 and opened in June 2007. The centrepiece of the multi-million pound development is the 20,000 capacity indoor arena, the most popular music arena in the world. There is also a live music venue – indigO₂ – with a capacity of 2,350, The O2 bubble – a state of the art exhibition space that is host to the British Music Experience, a permanent, high-tech, interactive music museum, 11 screen cinema complex, and a vibrant ‘Entertainment District’ featuring a variety of bars, restaurants and leisure facilities.
The O2 arena sold more tickets than any other arena in the world last year – making it the most popular music venue in the world for the fourth year running.

Since opening The O2 has picked up many industry awards including Venue of the Year at the Music Week Awards, Pollstar International Arena of the Year (2007, 2008, 2009, 2010) and Best New Major Concert Venue, Venue of the Year at The Event Services Association and Favourite Venue at the TPI Awards.

In Zone 2 of London’s Underground, The O2 is situated on the Greenwich Peninsula next to the North Greenwich station on the Jubilee Line, which provides direct access to central London in less than twenty minutes. Thames Clippers, fast-speed catamarans run a ferry service from central London to North Greenwich pier next to the venue every 20 minutes.

The O2 is an official venue for the 2012 Olympics hosting both the gymnastic and basketball events.

AEG employs more than 3,000 staff in over 45 operating companies worldwide. Its international head office is in Los Angeles, and its European headquarters is based in London. www.aegworldwide.com

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