

MUSIC

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The Stadionul Iolanda Balaş Soter is finally back on track. After financial struggles in recent years –from 2006 until 2009 – the outdoor stadium is back in business as it now allows both national and international music acts and super stars to perform at the 28,000 seat venue. The building was before used for athletic sports as well as soccer and American football. The stadium was named after the nations sports super star Iolanda Balaş passed away. Yesterday, the stadium was filled with a total of 26,734 people when the British rock and pop music legends Eric Clapton and Steve Winwood came to the venue for a one-night-only performance in Romanias capital Bucharest. The concert was sold out in two weeks and grossed a

total of 4.980.523 US dollars for the legendary music duo. Clapton and Winwood are on tour promoting Claptons upcoming new studio album “Clapton”, his first album to feature new studio recorded material since “The Road to Escondido” was released in 2006. The couple already played some 30 shows in the United States, Canada, the United Kingdom, Germany, Sweden and other countries in mid- and north-Europe. Their visit to Romania marks an important step from Clapton to his fans as he has not played in the Bucharest region since the 1970s in support of his multi-platinum selling albums such as “461 Ocean Boulevard”, “Slowhand” and “Backless”. And as a bit

of trivia, the “Slowhand” album was of the first pop music albums from a western music artist to be sold in the country. Clapton always had a good relationship with the people in Romania and surprised and pleased all of them with a concert here in 2010. Clapton and his band as well as Winwood will continue to tour through Europe in 2010 until the British rock musician Clapton will go on tour in Asia and South America next year. His show at the Rugby Park Stadium in Bucharest was promoted by over 25 companies, making the performance on 11 June 2010 one of the best-selling and highest-grossing concert events in Romania this year. Stay tuned for more business news here.