

Air Guitar Championship

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[img align=left width=200]http://static.flickr.com/45/149410030_16a124630c.jpg[/img]**Il 1 di Settembre a Londra si terrà il Campionato Mondiale di Air Guitar (chitarrine a go go)!!!**

As most of you might know SJM promoters are funding a new Air guitar contest in london - to be held on 1 september, 2006 at the islington academy shopping mall complex. Unfortunately, this does not have anything to do with me - and the press release - that says things like "Official UK Air Guitar Championships" etc is incorrect. As you know - I've been promoting the Uk Air guitar Championships for 12 years and again will be doing the UK Air Guitar Championships this year. They have even gone to the lengths of registering lookalike Web addresses - ukaireguitarcompetitions.com for example - and on the website have said Air Guitar in the UK has been underground.

Well, after dozens of TV shows, magazine covers, an Air guitar World record at last year's Guilfest and over 12 years of shows - its hardly underground is it?

Historically, my main complaint with the Finnish organizers of the "Air Guitar World Championships" is that they charge each country to participate in the Finals & The Finns refuse to have the finals in any other place other than Finland - unlike most world championships of any kind. They've also incredibly trademarked the event - which gives a fascinating insight into how seriously they take this event. In 2004 I could have opposed the TM - but why should anyone? It was about fun and still is for me.

In 2006, however things are changing. In the UK, perhaps the biggest concert promoter is getting involved - read the background at www.ukairguitar.com - and the film company Dreamworks is now making a film about it. Its finally big enough business for the corporates to be interested in it.