

OPINION AND INSIGHT

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## A Playlist Inspired by the Experiences of a Cannes Virgin

Grand Central Recording Studios, 2 days,  
14 hours ago

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Mike Hill, bookings, Grand Central Recording Studios, muses over his inaugural trip to the Lions festival



Not quite a distant memory, the Cannes Lions International Festival of Creativity was an awe-inspiring experience for first-timer, Mike Hill from Grand Central Recording Studios. Having had time to reflect on his experience, Mike shares his musings on life as a Cannes virgin.

### *First impressions?*

Arriving on Monday and the town was already heaving with people and alive with energy. We had a packed schedule for the latter part of the week but on that first day I felt a bit lost ... and a bit 'NFI'! It's a spectacle like no other.

### *What was the atmosphere like?*

It's buzzing. It seems like there are so many things going on at the same time that there is a fear you might be missing out on something or someone. But you just have to embrace it and grasp every opportunity.

### *Favourite event and why?*

Definitely seeing GCRS's very own Ben Leeves up on the Forum stage on Tuesday afternoon talking about creative collaboration with a collection of very cool people from the industry. I would have loved to have caught some of the presentations by Framestore VR but the fringe events kept us busy.

### *What were the highlights?*

Hard to pick just one, but a moment that stands out would be watching Ireland score a late winner against Italy with the guys from the Kinsale Sharks and many other Irish at Ma Nolans. I was covered in Guinness but what an experience! Whenever there was a bit of spare time in the day we'd head to the LBB beach. It was a great place to recoup and catch up with industry folk plus any excuse to take my shirt off and top up the tan!

### *What were the challenges?*

The strain on my kidneys and liver for one! Apart from that, it was a challenge to wake up after two hours sleep on Friday to hear we had left Europe. Worst. Hangover. Ever.

### *Places you partied?*

Both Massive Music and Shots threw parties on Wednesday and Thursday respectively that were thoroughly good fun ... I think.

### *Interesting people you met?*

It was really nice to get the chance to meet Hermeti Balarin at Mother, Map Van Arem at XXS and Conor Brady at Critical Mass before their panel with Ben on the Tuesday

### *Lessons learnt for next time?*

Get over the fear of missing out. There is too much on to make everything you want to go to and see everyone you want to see! Just let the Cannes tide take you whether it wants you to be. As long as that's not the Gutter bar every night!



Summer Holiday - 2003 R..  
Cliff Richard & The Shado...  
LBBO PList by grandc...

1	Summer Holiday - 2003 Rema...	2:07
2	So Fresh, So Clean	4:00
3	A Hard Day's Night - Remaster...	2:32
4	Don't Stop 'Til You Get Enough...	6:05
5	Pass Out	4:28
6	All Falls Down	3:43
7	Hair Of The Dog	3:54