

The Great Escape 2025 | 14 – 18 May 2025, Brighton

Delegate Profiles

Artemis Zoga - Albania



Artemis Zoga is a pioneering cultural curator and music entrepreneur reshaping Albania's creative landscape. As founder of platforms like *The Rebel Community*, *Silur Records*, *Technolurgjik*, and *Wow Albania*, he transforms unconventional spaces into iconic venues—from mountain peaks to industrial ruins. Known for events like the Minus 1 Rave in Tirana and Mirage Festival in Brezovica, Artemis brings a rebellious, community-driven spirit to every project. His work has connected Albania with the global underground scene, hosting top artists such as Indira Paganotto, Nastia, and Agents of Time. Through *Wow Albania*, he's redefining cultural tourism—combining music, heritage, hospitality, and innovation to position Albania as a global destination.

Maxi Martina - Argentina



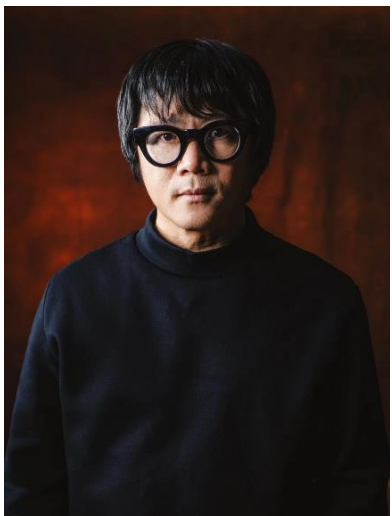
Maxi Martina is a journalist and musician with a Bachelor's degree in Communication Sciences. With over 26 years of experience in music journalism, he has become a key figure in Argentina's music scene, known for his commitment to discovering, promoting, and amplifying emerging talent. As the host and executive producer of *Selector Radio Argentina* since 2018, he has helped shape the show into a staple for music lovers and industry insiders alike. *Selector* currently airs on One 103.7 FM, where Maxi's voice and curatorial vision continue to resonate with audiences across the country.

Danila Saiegh - Argentina



Danila Saiegh is an Argentine journalist, sociologist, and radio host with over 15 years of experience in media. Holding a degree in Sociology, she has built a career at the intersection of culture, gender, and music. Since 2018, Danila has co-hosted *Selector Radio Argentina* on One 103.7 FM, the Argentine edition of the British Council’s global music program, where she curates and presents emerging UK music to local audiences.

Shen Lihui - China



Shen Lihui is the lead singer of the Sober Band and the founder and CEO of *Modern Sky*, China’s premier original music label and music festival promoter. Since launching the label in 1997—alongside the release of the Sober Band’s debut album *Excellent!?*—he has expanded Modern Sky to include over 100 signed artists and more than 500 album releases. Under his leadership, the company has created major cultural events, most notably the *Strawberry Music Festival*, which has held over 100 concerts across China since 2009 and drawn nearly 10 million fans. The festival is now a leading name in Asia’s contemporary music scene. Shen Lihui has also spearheaded art exhibitions and cross-border cultural projects, reinforcing Modern Sky’s role as a creative force in shaping youth culture and advancing China’s independent music and arts globally.

Vanessa Ortiz Severino - Colombia



Vanessa Ortiz Severino is a cultural manager, programmer, researcher, and executive producer with broad experience in leading artistic, cultural, and civic projects. She is the co-founder and director of *PopUp Art*, a platform that connects music, performing arts, and cultural mediation through innovative production and circulation strategies. Vanessa has contributed to major festivals and markets such as the Bogotá Music Market (BOMM), Idartes, and Festival Futuro Coca. For the past five years, she has managed *La Muchacha*, a key voice in Latin American songwriting, leading tours across France, Portugal, and the U.S. In 2024, she participated in the Sundance Film Festival with the documentary *Igualada* and was awarded a Mid Atlantic Arts grant for a U.S. tour, further amplifying her international impact.

Laura Torres - Colombia



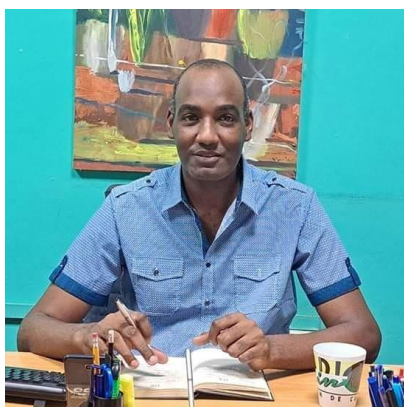
Laura Torres López holds a degree in Music and has 18 years of experience in cultural management, event production, and project development. She is the co-director of the Pacific Music Market and director of Cultural Management and Production at the Somos Pacífico Cultural Tecnocenter, promoting cultural access for vulnerable populations and sustainable entrepreneurship. Laura has supported major projects, including *Tonada* (Latin Grammy-nominated), La Colectiva Mandjuazz, collaborations with the Symphony Orchestra of Colombia and Grupo Niche, and the Womex 2020 virtual showcase for Jacobo Vélez and La Mambanegra. She has also led programming for the Comfamiliar Atlántico Cultural Center and the Atlantijazz Festival and coordinated the Documentation Center of Music from the Magdalena River and the Caribbean. Currently, she is pursuing a postgraduate degree in Public Policy and Community Cultural Management at FLACSO University (Argentina).

Elizabeth Casanova Castillo - Cuba



Elizabeth Casanova Castillo is a Cuban poet, children's author, and researcher. She holds a degree in History, a Master's in Cuban Historical Studies and Sociocultural Anthropology, and is currently a PhD candidate in Philosophical Sciences at UCLV. She has published *Todas las nubes* (2022) and *Poemas sin ciudad* (2023), with her work featured in various literary magazines and anthologies across Latin America. Elizabeth has received several literary awards, including the Reino de Este Mundo Scholarship and the Mangle Rojo Poetry Award. She serves as president of the AHS in Villa Clara and helps organize major cultural events such as the Longina Troubadours' Gathering and Ciudad Metal Festival. She also leads the Monte Soy community arts project and the annual Literary and Artistic Crusade through the Escambray Mountains. As a scholar, her research has appeared in academic publications in Cuba and Brazil, and she regularly participates in international conferences.

Reinier Valdés Iznaga - Cuba



Reinier Valdés Iznaga is a Cuban director, producer, and scriptwriter specializing in radio, with a degree in Social Communication. He currently serves as the director of *Radio Taíno*, one of Cuba's most emblematic stations, recognized for its rich blend of cultural, informative, and commercial programming. Under his leadership, Radio Taíno has embraced innovation—adopting new audio languages, digital formats, and creative strategies to modernize its content and engage new audiences. Reinier's work has been central to positioning the station as a dynamic platform for Cuban identity and artistic expression.

Robert Klah - Ghana



Robert Klah is the Lead for the *Telecel Ghana Music Awards*, one of the biggest events on Ghana's entertainment calendar, celebrating the achievements of local musicians each year. He also leads the Public Events and Communications department at Charterhouse Productions, organizers of the Ghana Music Awards, and oversees other prominent brands such as the *Miss Malaika Beauty Pageant* and *Nite of 1000 Laughs*. In the dance sector, Robert manages *Dancetera*, a dance organization that hosts the *Ghana Dance Industry Awards* and the annual *Ghana Dance Festival*. A creative entrepreneur, he also appears as an entertainment pundit on *Daybreak Hitz*, an award-winning morning show on *Hitz 103.9 FM*, part of the Multimedia Group. Robert is a Chartered Marketer (CIM, UK) and holds an MSc in Marketing from the University of South Wales.

Anton Nazarko - Ukraine



Anton Nazarko is the Head of *Some People*, an NGO that has successfully implemented numerous projects in culture and creative industries for over a decade, including initiatives like *Sneaker Mate* and *rap.ua*. He is also a co-owner of the *Center of New Culture "Some People"* in Kharkiv, a cultural hub founded in 2023 during the full-scale invasion, aimed at fostering creative expression and community resilience. In addition to his work in cultural management, Anton is a musician and a member of the electronic formation *TYSK*, contributing to the evolving music landscape.

Stephanie González - Venezuela



Stephanie González is a radio host and professional musician, currently leading *Frecuencia Nuevas Bandas*, a program produced by Fundación Nuevas Bandas. With extensive experience in hosting music events and festivals, she has worked at *Festival Nuevas Bandas*, where she hosted several preliminary concerts, as well as at the *Urban Music Festival* in 2024 and 2025. Stephanie is skilled in promoting emerging artists and bands, and is passionate about exploring and analyzing diverse music genres, including rock, pop, punk, and electronic music. Her role as a media personality allows her to connect Venezuela's music scene with international audiences. Additionally, she is an active member of the *Sistema de Orquestas de Venezuela* and is currently studying sound engineering and music production at Audioplace Academy, further expanding her expertise in the industry.

Southeast Asia (SEA) Delegation

Iman Fattah - Indonesia



Iman Fattah is Music Committee member and Head of AI and Digital Transformation at the Jakarta Arts Council. He is also the CEO and founder of *Alun*. A results-driven leader, Iman is on a mission to bring art into the 21st century by harnessing AI and digital technologies. At the Jakarta Arts Council, he is leading the digital transformation efforts to modernize operations, enhance community engagement, and foster innovative artistic expressions. With a background in tech, Iman has made significant contributions at giants like Google and Apple, focusing on improving information retrieval systems and language content quality. His unique blend of technological expertise and artistic passion positions him as a key advocate for the future of AI in the arts. Iman welcomes collaborations and discussions on how digital tools can shape the future of creative industries.

Arin Rashdi - Malaysia



Arin Rashdi began her career at Leo Burnett and has since worked across various industries, including entertainment, fashion, sports, and medical tourism. She holds a Bachelor's degree in Project Management and Event Planning, with expertise in event management, branding, marketing, and ad-serving. At *Livescape Asia*, Arin managed high-profile events like *Future Music Festival Asia* and *Asia's Got Talent*. For 15 years, she has supported Malaysia's local music industry through her work with *Tala Records Asia*, organizing events such as *Journey to the South* and the *Revive Arcade Festival*. Arin's involvement with the *Association of Southeast Asian Nations (ASEAN)* further highlights her dedication to the industry. She recently launched *Sound of SEA*, debuting at *SXSW (South by Southwest)* in Austin, Texas, to promote Southeast Asian music on the global stage.

Jigger Divina - Philippines



Jigger Divina is the founder of *Locked Down Entertainment*, a groundbreaking independent music company in the Philippines. Founded in 2002 out of his passion for local hip-hop, *Locked Down* quickly became a platform for emerging artists, with Jigger's first event, *Jigger Presents Locked Down*, gaining popularity in the music scene. Collaborating with acts like *Sun Valley Crew*, *Raymund Marasigan*, and *Buddy Zabala*, Jigger expanded the label's influence to other genres. Over two decades, *Locked Down* has evolved into a multifaceted company that manages artists, produces music, and organizes events. His artist-first philosophy, which emphasizes creative freedom and mutual respect, has helped foster long-lasting partnerships and contributed to the growth of the Philippine music scene. Jigger's commitment to authenticity and community continues to shape *Locked Down Entertainment* into an influential force in the industry.

Sarun Pinyarat - Thailand



Sarun Pinyarat is the CEO and founder of Fungjai, a leading Thai music-community startup established in 2014. Fungjai connects indie artists with fans through its platform, media, and live events. Sarun's vision expanded internationally in 2018 with collaborations on Maho Rasop Festival, a flagship independent event in Bangkok that has featured global acts like The Horrors, The Drums, and Interpol. In 2019, Sarun founded Bangkok Music City (BMC), Thailand's first music conference and showcase festival. BMC 2024 saw over 60 artists perform across 5 stages, attracting nearly 10,000 attendees and 200 international delegates. Sarun's dedication to the Thai music scene through Fungjai and BMC has made him a prominent figure in the development and international recognition of Thailand's music ecosystem.

Bui Huy Tuan - Vietnam



Bui Huy Tuan is a pivotal figure in shaping the music culture of multiple generations in Vietnam. Known for his roles in major programs like *Sao Mai Diem Hen*, *Vietnam's Got Talent*, and as Music Director for *Vietnam Idol* and *Favorite Song*, he has influenced a wide range of music lovers. As General Director of the *HOZO International Music Festival*, he has helped the event grow into a major attraction, drawing over 150,000 attendees annually. Bui Huy Tuan has played a crucial role in the success of several Vietnamese artists, helping to develop the country's music scene.

Nguyen Quoc Trung - Vietnam



Nguyen Quoc Trung has composed, arranged, and produced projects for virtually all of Vietnam's biggest stars over the past 20 years. With a focus on world, new-age, electronic, and lounge music, he has seamlessly blended Vietnamese traditional music with modern influences while maintaining his unique identity. Quoc Trung has written music for several Asian movies and TV commercials and was a judge on *Vietnam's Idol* in 2010. As a pioneer in developing cultural activities, his notable projects include: as Music Director/Executive Producer of *The Road to Infinity* (2004), *Wishing Upon the Moon* concert (2011), and *The Root* concert; as Executive Producer of the *Monsoon Music Festival* (2014-present), *Vietnam Airlines Classic - Hanoi Concert* (2017-present) featuring the London Symphony Orchestra and the Russian National Orchestra; and as Local Production House for *Le Seasons Ballet* (2024) and *Bizet: Carmen* (2025).

British Council Staff

Joel Mills, Music Director - UK



As Director of Music, Joel oversees the music portfolio for British Council, leading on key partnerships and programmes. With a background of over 25 years in the music and arts sector, that bridges both the commercial and funded sector, Joel joined the British Council in 2009. She has developed numerous programmes that support international collaboration, residencies and professional exchange opportunities. Having worked extensively with teams in South Asia, East Asia and sub-Saharan Africa, she spent several months in South Africa as Interim Director Arts, Sub-Saharan Africa. As well as leading the global Music portfolio for British Council, she has championed and led many cross-disciplinary work with music and film, arts and tech such as British Council's work at SXSW.

Tom Sweet, Senior Relationship Manager Music - UK



Since joining the British Council music team in 2015, Tom has worked extensively developing music programmes in Europe and south Asia. He led on the creation of: 'Envision Sound', a film scoring programme for emerging composers; Selector PRO, a music industry capacity building programme; and 'Creative Producers', a project to develop cross-sectoral arts practice and ecosystems across Europe. Tom has played a key role in the shaping and delivery of large-scale programmes, grant schemes and British Council 'seasons' in countries including Ukraine, Pakistan, India and many others.

Since 2022, Tom has taken on the relationship management role of our very own Selector Radio and overseen the partnership delivery of the new Selector Presents live events at The Great Escape festival in Brighton and South by Southwest (SXSW) in Texas, USA.

Yaillet Landrove, Cultural Engagement Project Manager - Cuba



Yaillet holds a university degree in Psychology and English Language Teaching and has extensive experience managing cultural and educational projects across Cuba and the Caribbean. She has led music initiatives focused on cultural exchange and skills development for musicians, DJs, producers, and festival managers. Throughout her career, she has collaborated with the Ministry of Culture, as well as with dance and theatre companies, screenwriters, animators, and a wide range of artists and creators from both Cuba and the United Kingdom.