

InHouse Productions and Howard Music pull out all the stops for Toyota

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Adam Howard has just returned from Cape Town, where he not only enjoyed some fresh mussels from the sea, but also pulled off one of the biggest musical events in Toyota's calendar, *ek sê!*

Event company, InHouse productions, knew about Adam's soft spot for a good standing ovation (and seafood buffet), and commissioned Adam to step up as Musical Director for the 2012 Toyota Dealer of the Year Awards - held in Hall 2 of the CTICC.



Adam with Timothy Moloi, Bianca Le Grange, Letoya Mangezi and Shaun V

The mega event kicked off with Adam at the helm of an 18-piece big band featuring some of the most celebrated musicians and soloists of the day including: Bianca Le Grange, Letoya Mangezi, Elvis Blue, Tim Moloi, and Shaun V.

Knowing how much car dealers loved the sound of a big band, InHouse productions conceived and put together an amazing show, and got the audience "In the mood" with some familiar Big Band classics, and upped the tempo with a few bespoke arrangements on modern pop numbers like Adele's "Rumour Has It" and "This Love" by Maroon 5. Industry stalwart, JB Arthur, helped out on the arranging front.

As a grand finale, InHouse productions commissioned Adam to arrange Heather Small's "Proud", for full big band, and invited the 70-piece Tygerberg Children's Choir to join in. Oh, what a night...!

Howard Music offers Musical Direction for corporate events as just one of its many services... Yes, Adam is an accomplished musician and the chief sonic chef at Howard Music composing music for radio and TV. Yes, he regularly trips the big band tunes eclectic for brands like Audi, VW, and Discovery, and high-profile events companies... But, did you know that he is also a regular conductor of the Johannesburg Festival Orchestra and is the driving force behind the Johannesburg Big Band? But wait, there's more. Adam also has a massive...

...music library of over 2000 big band charts and he is not afraid to use them.

P.S. If your next commercial or special event needs some seriously pro tunes, call Howard Music now. (For priority attention, hint that you might be serving seafood...)

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