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From left:
J. I. Llionaire,
Diplo and
Washy Fire

MAJOR LAZER

How the trio blended dance music with global influences to conquer streaming and rewrite the rules of pop. 'The audience controls music now,' says Diplo

TLC'S CRAZYSEXY COMEBACK

'We've always done things outside the box'

GET IN THE PIT
Rap's punk wave hits the Hot 100

July 1-14, 2017
billboard.com





Canadian Prime Minister Justin Trudeau and wife Sophie at the Juno Awards in April.

You Don't Look A Day Over 149!

After Canada's year of global dominance on the international music scene (see: national heroes Drake and Justin Bieber), the country has a lot to celebrate for its sesquicentennial

BY KAREN BLISS

ALL YEAR, CANADA HAS feted its 150th birthday, with the music industry taking the lead on an array of "Canada 150"-branded initiatives, star-studded concerts and special-edition merchandise. The federal government also got involved, allocating \$500 million for the festivities. The Canadian Academy of Recording Arts and Sciences also brought this year's Juno Awards (April 2), the Canadian equivalent of the Grammys, to the nation's capital of Ottawa, where Prime Minister Justin Trudeau and his wife, Sophie, were in attendance.

A quick history lesson: On July 1, 1867, which is now known as Canada Day, the Constitution of Canada was created, as well as the Canadian Confederation, a union of the British colonies of Canada, Nova Scotia and New Brunswick. The Canadian music industry is nowhere near as old, with the first music trade paper, *RPM*, founded by Walt Grealis in 1964 and supported by Tamarac Records founder Stan Klees.

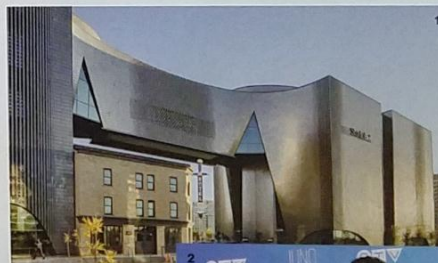
Today, Canadian acts are dominating the *Billboard* pop charts like never before, with natives Drake, The Weeknd, Justin Bieber, Alessia Cara, Shawn Mendes and others ruling the *Billboard* Hot 100 in

recent years. "These artists combined represent a reflection of our values as a country: a place where founding peoples and immigrants are welcome and encouraged to express themselves," says Andrew Mosker, president/CEO of the new 160,000-square-foot Studio Bell, which opened on Canada Day in 2016 and is home to the National Music Centre in Calgary, Alberta. Part museum and part concert venue, the NMC serves as a multipurpose monument to Canadian music as well as a way to inspire a new generation of music lovers.

"Canada punches above its weight in the production of all genres of music, considering our population [of 36 million]," says Richard Flohil, 83, a 50-year industry veteran who worked as a music trade magazine editor, writer and publicist. "There is support for artists and record companies from all levels of government: municipal, provincial and federal." Following are just some of the people, companies and organizations leading the music-centric initiatives to ring in Canada's 150th milestone.

APPLE MUSIC

The streaming service has compiled three playlists containing its top 150 Canadian songs of all time — Canada 150 Vol. 1-3



1 Exterior of the Studio Bell in Calgary, Alberta, home to the National Music Centre. 2 Mendes (center) with Royal Canadian Mounted Police officers on the red carpet at the Juno Awards in Ottawa, Ontario, on April 2.



— plus the Next Generation playlist. The countdown to the top 150 began in June with 50 songs released each Monday, leading up to Canada Day. The Next Generation playlist includes songs by Jazz Cartier, Charlotte Cardin, Kaytranada and Alvvays.

BRYAN ADAMS

The Canadian rocker and noted photographer brings his portraits of notable Canadians to the Royal Ontario Museum in Toronto June 30-July 3. The exhibit includes photos of fellow musicians Joni Mitchell, Shawn Mendes, The Weeknd and Céline Dion.

CANADA DAY CONCERTS

There are free Canada Day concerts across the country every year, and in some major cities around the world, like Trafalgar Square in London, but none bigger than in Ottawa on Parliament Hill. This year it's two days of partying. Heritage Minister Mélanie Joly announced the lineup for July 1 and revealed a second day of festivities put on by the philanthropic youth movement WE Day. Kicking things off on June 30 will be Chantal Kreviazuk and husband Raine Maida of Our Lady Peace, who'll perform together at Major's Hill Park. Canada Day performers include Alessia Cara, Buffy Sainte-Marie, Gordon Lightfoot and Walk Off the Earth. Prince Charles and wife Camilla, the Duchess of Cornwall, will be in attendance. WE Day will feature such acts as Alanis Morissette, Barenaked Ladies, Hedley and Kardinal Offishall.

CANADIAN PACIFIC RAILWAY

Incorporated in 1881, the Canadian Pacific Railway was an integral part of the Confederation, linking the east and west. Beginning July 28 in Port Moody, British Columbia, and ending Aug. 20 in Ottawa, the CP Canada 150 train will host celebrations in 13 cities and towns, essentially the reverse tour of the first transcontinental passenger train trip made on June 28, 1886 (which began in Montreal). The train has a retrofitted stage car where champion Aboriginal Canadian hoop dancer Dallas Arcand and country singer Dean Brody will perform at each stop.

CBC'S CANADA SOUND

Public broadcaster CBC has been soliciting audio samples for its Canada Sound project, one of the unique Canada 150 promotions. From sizzling bacon to the thud of a snowball, virtually any indigenous sound can be submitted, then Canadian artists will create songs out of them. The project is in partnership with the Juno Awards, performing-rights organization SOCAN and Cleansheet Communications, and a portion of proceeds will go to



3 Two-time world champion hoop dancer Arcand of Edmonton during a performance at the 2007 Calgary Stampede in Calgary, Alberta. 4 Adams at his "Canadians" exhibit at the Royal Ontario Museum in 2017. 5 Canada Day fireworks at Parliament Hill in Ottawa in 2012. 6 Cara, who will perform on Canada Day.

the Junos' music-education charity MusiCounts. Walk Off the Earth was first to submit a creation, covering Arcade Fire's "Wake Up" by sampling everything from a beer bottle opening, to a hockey slap shot and more.

ELEANOR MCCAIN

The McCain Foods heiress released *True North: The Canadian Songbook* in May, a double album of 32 classic Canadian pop and folk songs reimagined with 10 orchestras from across the country. Distributed by Warner Music Canada, the project was produced by Don Breithaupt and features 14 arrangers and 28 guest artists. There's also a coffee-table book and documentary due this summer as well as a tour in the works. Proceeds will go to MusiCounts.

IHEARTRADIO

Bell Media's iHeartRadio is compiling the iHeartRadio Canada 150, the 150 best Canadian songs of all time. The list, curated by staffers, on-air talent and listeners, will be rolled out the week of June 26 on iHeartRadio's pop and Franco-Canadian digital channels. The top 25 will be revealed on Canada Day, with TV station Much airing the best music videos from the list Canada Day weekend.

METRO

The grocery chain is hosting the Homegrown Food & Music Tour (May-August) in six Ontario cities. Oakville, the last stop on the Underground Railroad that secretly carried slaves from the southern United States to freedom, was the first in May. The festivities included a soul food-inspired local menu by chef Mike Ward and surprise performances by Juno-winning R&B/soul singer Jilly Black, open-participation group Choir Choir Choir and a cappella act The Nathaniel Dett Chorale, which sang at former President Barack Obama's inauguration in 2009.

SIRIUSXM

The radio giant asked the public to create the 150 Greatest Canadian Songs of All Time. By submitting their three favorite tracks from a drop-down menu, listeners could share their picks on social media and vote multiple times. SiriusXM will air the resulting list on The Verge (channel 173) on Canada Day.

SONGWRITERS HALL OF FAME

Music publisher Frank Davies, who founded the Canadian Songwriters Hall of Fame, has been compiling a list of early





7 Tegan & Sara.
8 Deadmau5's Cheese
Mau5head. 9 Rush
drummer Neil Peart's
Hockey Night in Canada
drum kit. 10 Downie
(left) and Paul Langlois
of The Tragically Hip
onstage at Toronto's Air
Canada Centre in 2016.

Canadian songs "out of my own interest," he says. Among the notable titles: 1867's "The Maple Leaf Forever," once Canada's unofficial national anthem; 1897's "Land of the Maple," which sold over 100,000 copies; and 1903's "Hiawatha," which was a No. 1 *Billboard* hit.

SPOTIFY

Thanking the nation for its music contributions, the streaming service polled notable Canadians about their favorite home-grown songs. Tegan & Sara shared their "Canadian self-identified women" picks, Ruth B. chose "Canadian songs that have influenced me the most," and Metric assembled its "future/past/present" playlist.

STUDIO BELL

The five-floor, \$191 million National Music Centre in Calgary, built to "tell the story of music in Canada," opened on Canada Day 2016 and offers free admission this year. It

houses 22 exhibition galleries, including Canadian halls of fame. While only 100 or so are displayed at a time, the NMC supervises a collection of 2,000 rare instruments, artifacts and memorabilia, from a Canadian-made Heintzman grand piano from the 1870s to the 1959 Gibson Les Paul guitar on which The Guess Who's Randy Bachman composed "American Woman." For Canada 150, NMC Collections Online is a new database featuring 150 of its top items, from deadmau5's cheese head to Rush drummer Neil Peart's *Hockey Night in Canada* drum kit.

THE TRAGICALLY HIP

"Let's not celebrate the last 150 years. Let's celebrate the next 150 years," The Tragically Hip frontman Gord Downie told the millions of viewers watching the band's final performance in Kingston, Ontario, last August. He was referring to Canada's appalling history of residential schools and the 150,000 indigenous children taken from their homes to assimilate into Anglo-Canadian culture, many abused

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11 Jepsen performed with the Toronto Symphony Orchestra on June 17. 12 The album cover to *Canada 150: A Celebration of Music*.

12



and beaten. An estimated 6,000 children died during that period (1830s-1996). After Downie made that proclamation, he created the Gord Downie & Chanie Wenjack Fund to jump-start reconciliation between indigenous and non-indigenous peoples and released the charity project *Secret Path*, an album, graphic novel and animated film based on the true tragic story of 12-year-old Chanie Wenjack, who died in 1966 escaping his residential school in winter to try to get back to his family. Downie's efforts have opened eyes: Most recently, the fund had a booth at Toronto's Field Trip (June 3-4), encouraging signups.

THE SHEEPDOGS

Saskatoon, Saskatchewan, rock band The Sheepdogs performed during Canada 150's Hockey Days in Kazakhstan, a series of sport-related events held in May at the Barys Arena in Kazakhstan's capital, Astana. The promotion celebrated not only Canada 150 but also the 25th anniversary of Canada-Kazakhstan diplomatic relations and the 60th anniversary of the arrival of hockey in Kazakhstan.

TORONTO SYMPHONY ORCHESTRA

TSO's Canada Mosaic, a Canada 150 Signature Project, features events ranging from the TSO's performance of national anthem "O Canada" in 12 different languages to partnerships with fellow orchestras and ensembles across the country. On June 17, pop star Carly Rae Jepsen and her longtime collaborator, musical director-guitarist Tavish Crowe, performed with the TSO under Canadian conductor Lucas Waldin.

UNIVERSAL MUSIC

On the eve of Canada Day, Universal Music Canada will release *Canada 150: A Celebration of Music*, available digitally and in single- and two-CD versions, as well as a super-deluxe, six-CD coffee-table book edition. "Assembling a package that sums up Canada's 150 years would be impossible," said UMC president/CEO Jeffrey Remedios in a statement. "Hopefully, this one-of-a-kind odyssey across our country goes some way to answering the question of 'How does a nation sing 'Happy Birthday' to itself?'"

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