

The Royal Edinburgh Military Tattoo: 'The Show Must Go On' Travels of The Tattoo

Producer

Brigadier Sir Melville Jameson

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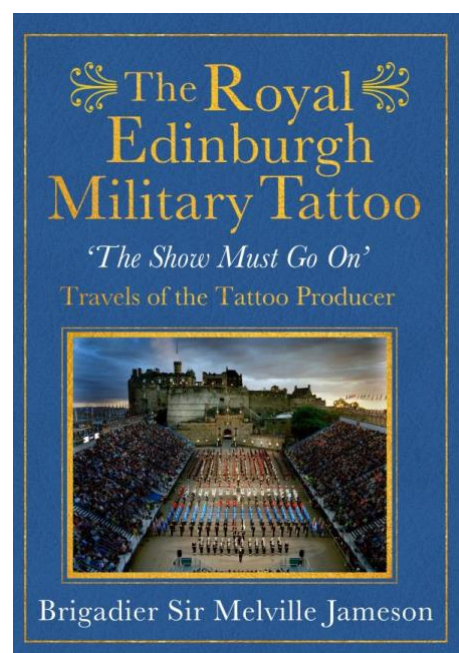
'The Royal Edinburgh Military Tattoo, with its magnificent backdrop of Edinburgh Castle, maintains its reputation as the world's premier Tattoo. It is also an essential flagship for Scottish tourism as well as contributing annually around £1 million to Service Charities and the Arts. All of this, in no small part, thanks to the author of this book, Mel Jameson.' **Her Royal Highness, The Princess Royal**

'The Edinburgh Tattoo is an unforgettable experience, it connects you to hundreds of years of Scottish history, visually and musically stunning, against the backdrop of Edinburgh's ancient castle walls the clans in their swirling kilts, the sound of the bagpipes and the drums call across time and fill your ears and stir your heart forever.' **Hayley Mills, Oscar-winning actress.**

'Accordingly, the Royal Edinburgh Military Tattoo offers a unique opportunity to 'shape' the boundaries between hard and soft power in setting up military and other international performers to represent – and be representatives of – their nations. It is a fabulous shop window and Mel Jameson used his skills and experiences as a soldier, showman and diplomat to make the very best of this opportunity for over a decade. **Brigadier David Allfrey, MBE, FRGS**

'A fascinating tale of how a fine soldier and public servant became a famous international salesman of the highest order. Brigadier Mel cemented the Edinburgh Tattoo in its rightful place as a showcase for all that's best in Scotland.' **Alan Cochrane, The Daily Telegraph.**

Melville Stewart Jameson was born and brought up at his home in Perthshire and educated at Glenalmond College. In 1965, he was commissioned into the Royal Scots Greys from the Royal Military Academy Sandhurst. He commanded his regiment between 1986 and 1988; on promotion to brigadier, he was appointed Commander 51 Highland Brigade based in Perth in 1993. In 1995, however, he was selected to be the producer of the Royal Edinburgh Military Tattoo, and, in 1997, he left the Army early to assume the official appointment of producer and chief executive. In 2007, he retired from the Tattoo but continued to act as a consultant for military musical events and tattoos across the world. He co-produced the first Kremlin Tattoo on Red Square in Moscow in 2007. He was the producer of the Royal Windsor Tattoo under the direction of the Royal Windsor Horse Show. Later, he was consultant producer for The Queen's Diamond Jubilee Pageant, Her Majesty's 90th Birthday celebrations and her Platinum Jubilee celebration. For many years, he was the senior adviser to the Royal Edinburgh Military Tattoo and is presently the senior adviser to the Basel Tattoo in Switzerland. The book is the story of his time as producer/chief executive of the Royal Edinburgh Military Tattoo.



By God! I don't think it would have been done if I had not been there!

So said Wellington after Waterloo, the victory he called 'a near-run thing'.

Nor, I think, would the Edinburgh Military Tattoo have been done in 1995 if Brigadier Mel Jameson had not been there – in Perthshire, with a brigade to command too, as if that weren't enough. But he was willing to say 'Yes' when asked to take over when the producer suddenly fell ill – not conveniently at the last minute, but seven months out, when little had been settled, or even begun.

Needless to say, the 1995 Tattoo was a triumph, and two years later Mel Jameson became its official producer.

Recognising that after the horrors of the Second World War the Edinburgh Tattoo had always been meant to show off the 'scarlet, gold, musical and ceremonial' image of the British Armed Forces, he concluded that his mission must be to find the most interesting and exciting acts and bands from home and from overseas.

This is the story of his decade in that quest – the ups and downs, the pleasures and the pains, the dramas, delights and disappointments; the travel, the people, the sights and sounds. Few can have seen or heard what Sir Melville Jameson has. And all recounted with the lightest of light touches that has always been his trademark.

The Show Must Go On is a rare treat indeed.

Allan Mallinson, author of The Making of the British Army