

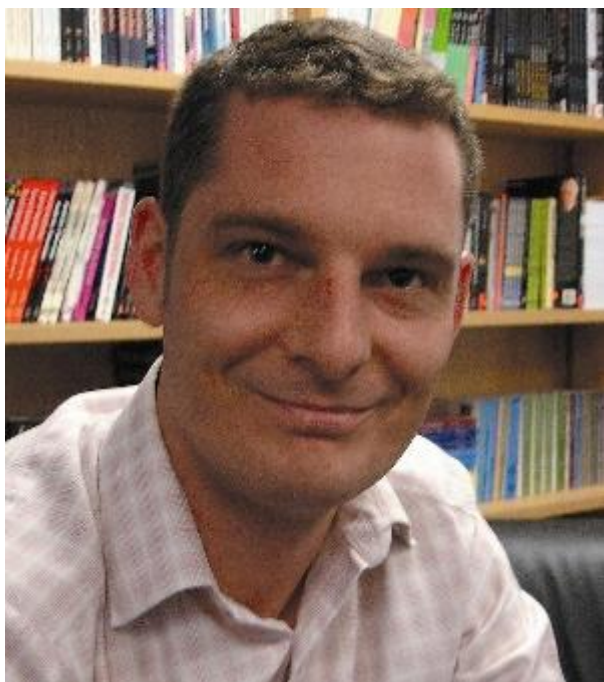
Before Mediatech: Meet Lee Baldock

29 June 2011

Lee Baldock

Editor

Lighting & Sound International



What a privilege that Lee Baldock, Editor of Lighting &

Sound International, will be attending Mediatech. We also thank him for his willingness to regularly add South African stories to Lighting & Sound International On-Line. Enjoy his feedback.



Dan asked: "Did you plan your life in the industry or was it by default?"

It was by chance. By 1994 I had an English degree, but no plan. Within days, the opportunity to work for PLASA's publishing arm and Lighting&Sound magazine came up – it looked interesting so I took it. They were looking for someone who could read and write reasonably well, rather than someone from an entertainment technology background. So, I've been learning about that ever since.



Dave asked: "What is your pet hate about the industry?"

I don't have one worth mentioning. I think this business has more than its fair share of great people – both in the sense of personality and in the sense of being very smart, and I admire that 'can-do' attitude. I know it's wrong to generalise, but I think that people who thrive in creative, teamwork-based environments tend to have certain traits that make them fun to be around.



Derek asked: "What is the most adventurous thing you've ever done?"

When I was about 10 I tried to see if it was possible to put all my bodyweight on the handle-bars of my bicycle while riding very fast down a steep hill. Afterwards, as I lay bleeding, I decided it would have been better to get someone else to try it and then write about it for me. That's me and adventure.



Nicolet asked: "In what country did you get lost the most and how did you handle it?"

India – Mumbai. A first-time visitor can easily mistake the cab driver's smiling and nodding for a sign that he understands what you are saying and where you want to go. It doesn't mean that . . . We regrouped, found a cold beer (it was pure survival instinct by this point) and arrived back four hours late.



Dave asked: "Do you have any interests / hobbies outside the industry?"

I like reading, I like history, nature, seeing new places and finding out new things. I'm lucky to travel with work, but time spent on hobbies has largely been filled by my kids (although I'm very lucky to have them too, of course!).



Amanda: "If you could live anywhere in the world, what country would you choose and why?"

Horribly biased I know, but I'd have to say it's where I am – by the sea and the South Downs in southern England. Nowhere's perfect, and the weather here could drive a sun-worshipper mad, but every time I arrive back home I think it's more beautiful than wherever it is I've just been.



Duncan asked: "Are you here for work or for wine?"

Definitely for work, but what would you recommend?



Sherryn asked: "Could you name one of your little pleasures in life?"

Old things.