# Blue’s 2011 Eurovision bid reignites UK pop legacy despite modest result



In the kaleidoscopic world of the Eurovision Song Contest, where flamboyant costumes and catchy tunes reign supreme, the British boy band Blue made a noteworthy attempt to reclaim the nation's pride in 2011. Formed in 2000, the band boasts a staggering record of over 15 million albums sold, with hits like "All Rise" and "Too Close" catapulting them to the upper echelons of British pop music. A decade after their formation, they returned, reuniting to represent the UK at Eurovision—an event steeped in tradition, yet often overshadowed by political voting and novelty acts.

Their presence at the competition was greeted with mixed sentiments. Duncan James, a member of Blue, conveyed their aspirations, stating, "We're celebrating our 10 years together... and being part of something which is still a British institution." Simon Webbe shared in the optimism, expressing his desire for the UK to overcome the disheartening reputation it had developed in international voting circles, where entries were often met with scorn rather than enthusiasm. They entered with the song "I Can," which they hoped could capture the hearts of the Eurovision audience.

However, the decision was not without its detractors. Daniel Glatman, their former manager, labelled the move as "reckless insanity," drawing a parallel to "Lewis Hamilton entering a go-kart race," emphasising the high stakes involved and the risk to their reputational legacy. Despite the accolades the band had garnered over the years, the Eurovision stage is notoriously unforgiving, often prioritising spectacle over genuine musical talent.

As the contest drew near, the BBC documented Blue's journey with a special titled "Eurovision: Your Country Needs Blue." With their substantial musical pedigree, they were seen as a credible act by Eurovision's executive producer, Phil Parsons, who praised their vocal abilities and stage presence. Yet, their entry faced competition from younger, more comedic acts like Ireland's Jedward, whose lively performance garnered considerable attention in the lead-up to the event.

During the competition, which took place in Düsseldorf, Germany, Blue received an enthusiastic welcome and briefly led the scoreboard. However, as the night progressed, they ultimately secured 11th place with 100 points—far below the expectations of both the band and their fans. Azerbaijan triumphed with the romantic duet "Running Scared," leaving Blue's efforts overshadowed by their placement. In the wake of their performance, Glatman lamented how history might remember them as the band that “flopped at Eurovision,” a stark contrast to their illustrious past.

Despite the setback, band member Duncan James chose to focus on the future, viewing their Eurovision participation not as an end but as a new beginning. The event reignited discussions about Blue's legacy and led to speculation about a new album and potential projects, reflecting their desire to evolve beyond the Eurovision experience. In the end, while the contest did not yield the expected glory, it offered Blue a stage to revive their presence in this ever-changing musical landscape.

The Eurovision experience serves as a reminder of the unpredictable nature of the contest, a complex blend of musical talent and theatrical performance. While Blue may not have brought home the trophy that year, their attempt to reclaim spot in the Eurovision spotlight remains a fascinating chapter in their storied legacy.

**Reference Map:**Paragraph 1: [[1]](https://www.mirror.co.uk/3am/celebrity-news/forgotten-eurovision-entry-beloved-brit-35243283),   
[[2]](https://www.bbc.com/news/entertainment-arts-12318490)Paragraph 2: [[1]](https://www.mirror.co.uk/3am/celebrity-news/forgotten-eurovision-entry-beloved-brit-35243283),   
[[2]](https://www.bbc.com/news/entertainment-arts-12318490)Paragraph 3: [[1]](https://www.mirror.co.uk/3am/celebrity-news/forgotten-eurovision-entry-beloved-brit-35243283),   
[[2]](https://www.bbc.com/news/entertainment-arts-12318490)Paragraph 4: [[1]](https://www.mirror.co.uk/3am/celebrity-news/forgotten-eurovision-entry-beloved-brit-35243283), [[2]](https://www.bbc.com/news/entertainment-arts-12318490),   
[[3]](https://www.theguardian.com/tv-and-radio/2011/may/15/azerbaijan-win-eurovision-blue-jedward)Paragraph 5: [[1]](https://www.mirror.co.uk/3am/celebrity-news/forgotten-eurovision-entry-beloved-brit-35243283), [[3]](https://www.theguardian.com/tv-and-radio/2011/may/15/azerbaijan-win-eurovision-blue-jedward),   
[[4]](https://www.contactmusic.com/blue/news/blue-lose-eurovision-contest-to-azerbaijan-act_1219076)Paragraph 6: [[1]](https://www.mirror.co.uk/3am/celebrity-news/forgotten-eurovision-entry-beloved-brit-35243283), [[4]](https://www.contactmusic.com/blue/news/blue-lose-eurovision-contest-to-azerbaijan-act_1219076),   
[[5]](https://www.digitalspy.com/music/eurovision-song-contest/a319552/jedward-beat-blue-at-eurovision-2011/)Paragraph 7: [[1]](https://www.mirror.co.uk/3am/celebrity-news/forgotten-eurovision-entry-beloved-brit-35243283),   
[[6]](https://www.telegraph.co.uk/culture/tvandradio/2011/05/15/eurovision-2011-review.html)Paragraph 8: [[1]](https://www.mirror.co.uk/3am/celebrity-news/forgotten-eurovision-entry-beloved-brit-35243283),   
[[7]](https://www.irishexaminer.com/lifestyle/arid-30505206.html)Paragraph 9: [[1]](https://www.mirror.co.uk/3am/celebrity-news/forgotten-eurovision-entry-beloved-brit-35243283),   
[[4]](https://www.contactmusic.com/blue/news/blue-lose-eurovision-contest-to-azerbaijan-act_1219076)Paragraph 10: [[1]](https://www.mirror.co.uk/3am/celebrity-news/forgotten-eurovision-entry-beloved-brit-35243283), [[3]](https://www.theguardian.com/tv-and-radio/2011/may/15/azerbaijan-win-eurovision-blue-jedward)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.mirror.co.uk/3am/celebrity-news/forgotten-eurovision-entry-beloved-brit-35243283> - Please view link - unable to able to access data
2. <https://www.bbc.com/news/entertainment-arts-12318490> - In January 2011, the BBC announced that British boy band Blue would represent the United Kingdom at the Eurovision Song Contest in Düsseldorf, Germany. The group, formed in 2000, had sold over 13 million records and won two Brit Awards by that time. They performed their new single 'I Can' at the contest, aiming to mark their 10th anniversary and celebrate their reunion. A one-hour documentary titled 'Eurovision: Your Country Needs Blue' was broadcast in April 2011, showcasing their preparations for the event.
3. <https://www.theguardian.com/tv-and-radio/2011/may/15/azerbaijan-win-eurovision-blue-jedward> - The Eurovision Song Contest 2011 concluded with Azerbaijan's duo Ell/Nikki winning with their song 'Running Scared'. The United Kingdom's entry, Blue, finished in 11th place with 100 points. Despite high expectations, Blue's performance did not secure a top position, leading to discussions about the band's decision to participate and the competitive nature of the contest.
4. <https://www.contactmusic.com/blue/news/blue-lose-eurovision-contest-to-azerbaijan-act_1219076> - In May 2011, British boy band Blue's hopes of winning the Eurovision Song Contest were dashed as Azerbaijan's act, Ell/Nikki, secured the title. Blue performed their track 'I Can' in Düsseldorf, Germany, but only achieved 100 points, placing 11th. Despite the setback, band member Duncan James expressed optimism, viewing the competition as a new beginning for the group and hinting at future projects, including a new album and potential tour.
5. <https://www.digitalspy.com/music/eurovision-song-contest/a319552/jedward-beat-blue-at-eurovision-2011/> - In the 2011 Eurovision Song Contest, Ireland's Jedward secured 8th place with 119 points, outperforming the UK's Blue, who finished 11th with 100 points. Despite high expectations, Blue's performance did not secure a top position, leading to discussions about the band's decision to participate and the competitive nature of the contest.
6. <https://www.telegraph.co.uk/culture/tvandradio/2011/05/15/eurovision-2011-review.html> - The 2011 Eurovision Song Contest saw Azerbaijan's Ell/Nikki win with 'Running Scared'. The UK's entry, Blue, finished 11th, while Ireland's Jedward placed 8th. The review highlighted the performances and outcomes, noting the unexpected results and the performances of various acts, including Blue and Jedward.
7. <https://www.irishexaminer.com/lifestyle/arid-30505206.html> - Following their 11th place finish at the 2011 Eurovision Song Contest, Blue claimed they were victims of political voting. Band member Simon Webbe commented on the voting dynamics, expressing pride in their performance despite the outcome. The article discusses the band's reaction and the nature of the voting system in the contest.