# Families are redefining concert culture with multigenerational gigging



Concerts have long been the domain of enthusiastic youth, yet recent tours show a notable shift towards multigenerational attendance, with families attending gigs together, sharing musical experiences across age gaps. This emerging trend was evident at recent concerts, including those by Stevie Wonder, Bruce Springsteen, and the Oasis reunion tour, reflecting a growing appreciation for music as a shared familial event.

At Stevie Wonder’s "Love, Light & Song" concert on July 9, 2025, in Blackweir Fields, Cardiff, the atmosphere was described by attendee Mark Taubert as distinctly multigenerational. Attending with his young children, he noted the diverse age groups in the crowd and how the event felt especially inclusive when Wonder invited his own children on stage. Taubert recounted his son's sporadic engagement — briefly dozing off during one song before awakening for another favourite — a testament to the broad and enduring appeal of Wonder’s music. Mark expressed hope that his son would cherish the memory in the years to come, viewing Wonder as a legendary figure whose legacy spans generations. This experience contrasted sharply with his own turbulent concert memories from youth, such as a 16-year-old's experience at a Guns N’ Roses concert that ended in a riot, indicating a shift in the culture and nature of live music events.

Similarly, the bond between James Cooper and his daughter Astrid was strengthened during a June gig by The Jesus and Mary Chain at the Tramshed venue in Cardiff. A fan himself since his teens, Cooper was delighted to discover Astrid admired the band too. Their outing combined a shared musical passion with their love of skateboarding, culminating in a day that Cooper described as uniquely significant, noting how rare such intergenerational experiences remain, especially compared to his own youth.

Further illustrating the trend, Alice Witter and her 18-year-old son made a 200-mile journey to see Billie Eilish at Co-Op Live in Manchester. Their shared enthusiasm for Eilish's albums created a common ground in the crowd, which was notably mixed in age but dominated by younger generations. Alice praised the concert as the best she had seen since the 1990s, highlighting how such events offer lasting memories, both visually through videos captured by her son and sonically through shared singalongs.

Across the Channel, Jo Ortlieb and her family from near Lille, France, exemplify how concert-going is evolving into a family affair. Ortlieb noted that unlike previous generations, many families are now attending gigs together, reaffirming the cultural shift in how live music is experienced. Their family’s musical journey began with a Dizzee Rascal show at Sziget Festival in 2013 and continued with shared experiences at Nick Cave and Asian Dub Foundation concerts. For Ortlieb, these occasions are emotionally poignant, symbolising a passing down of eclectic musical tastes that were not part of her childhood experience, and underscoring the unique bond forged by shared live music.

The wider context of these family gigging experiences reflects evolving social attitudes and inclusivity at concerts. Reviews of Stevie Wonder’s performance in Cardiff highlighted the positive atmosphere and the provision made for those with limited mobility, reinforcing the sense of community that such events foster. Furthermore, the presence of long-standing artists like Wonder and contemporary acts like Billie Eilish in festival line-ups underscores a bridging of generations within the British live music scene in 2025. This approach not only draws diverse audiences but also cultivates a new, shared music culture where families create enduring memories together.

The popularity of multigenerational concerts may also stem from the broader music landscape's embrace of nostalgia and legacy acts alongside fresh talent. Events like the Lytham Festival, featuring a mix of established and newer artists, contribute to this atmosphere. Meanwhile, recognition of bands such as Oasis in the Rock and Roll Hall of Fame 2025 longlist signals an institutional appreciation of music’s evolving generational impact.

In sum, the increase in families attending concerts together illustrates a significant cultural shift in how music is experienced and appreciated today. Whether witnessing legends like Stevie Wonder or sharing the excitement of contemporary stars, these events offer a rare space where music bridges age divides, creating collective joy and lasting memories. This trend also points to a comforting continuity within music culture, where legacies are passed down and new traditions born, ensuring that concert-going remains a treasured family ritual.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.theguardian.com/music/2025/aug/04/the-families-who-go-gigging-together), [[2]](https://www.theguardian.com/music/2025/aug/04/the-families-who-go-gigging-together)
* Paragraph 2 – [[1]](https://www.theguardian.com/music/2025/aug/04/the-families-who-go-gigging-together), [[3]](https://www.blackweirlive.com/steviewonder), [[4]](https://www.cardiff-times.co.uk/stevie-wonder-concert-review-cardiff-july-9-2025/), [[7]](https://www.setlist.fm/setlist/stevie-wonder/2025/blackweir-fields-cardiff-wales-4b46cfa2.html)
* Paragraph 3 – [[1]](https://www.theguardian.com/music/2025/aug/04/the-families-who-go-gigging-together), [[2]](https://www.theguardian.com/music/2025/aug/04/the-families-who-go-gigging-together)
* Paragraph 4 – [[1]](https://www.theguardian.com/music/2025/aug/04/the-families-who-go-gigging-together), [[2]](https://www.theguardian.com/music/2025/aug/04/the-families-who-go-gigging-together)
* Paragraph 5 – [[1]](https://www.theguardian.com/music/2025/aug/04/the-families-who-go-gigging-together)
* Paragraph 6 – [[1]](https://www.theguardian.com/music/2025/aug/04/the-families-who-go-gigging-together), [[4]](https://www.cardiff-times.co.uk/stevie-wonder-concert-review-cardiff-july-9-2025/), [[5]](https://en.wikipedia.org/wiki/Lytham_Festival), [[6]](https://en.wikipedia.org/wiki/2025_in_British_music)
* Paragraph 7 – [[1]](https://www.theguardian.com/music/2025/aug/04/the-families-who-go-gigging-together), [[2]](https://www.theguardian.com/music/2025/aug/04/the-families-who-go-gigging-together), [[6]](https://en.wikipedia.org/wiki/2025_in_British_music)

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## Bibliography

1. <https://www.theguardian.com/music/2025/aug/04/the-families-who-go-gigging-together> - Please view link - unable to able to access data
2. <https://www.theguardian.com/music/2025/aug/04/the-families-who-go-gigging-together> - An article from The Guardian discussing the increasing trend of multigenerational families attending concerts together. It highlights experiences from families who have enjoyed performances by artists like Stevie Wonder, The Jesus and Mary Chain, and Billie Eilish, emphasizing the shared joy and bonding these events provide across different age groups.
3. <https://www.blackweirlive.com/steviewonder> - A webpage detailing Stevie Wonder's 'Love, Light & Song' concert held at Blackweir Fields in Cardiff on July 9, 2025. The event featured the 25-time GRAMMY award-winning artist performing alongside support act Corinne Bailey Rae, marking one of only three outdoor UK dates for Wonder in 2025.
4. <https://www.cardiff-times.co.uk/stevie-wonder-concert-review-cardiff-july-9-2025/> - A review of Stevie Wonder's concert at Blackweir Fields in Cardiff on July 9, 2025. The article describes the event as a family gathering, highlighting the assistance provided to attendees with limited mobility and the overall positive atmosphere of the concert.
5. <https://en.wikipedia.org/wiki/Lytham_Festival> - An entry on the Lytham Festival, a music festival held in Lytham St Annes, Lancashire, England. The 2025 festival took place from July 2 to July 6, featuring artists like Kings of Leon, Manic Street Preachers, Jake Bugg, and Stevie Wonder.
6. <https://en.wikipedia.org/wiki/2025_in_British_music> - A Wikipedia page summarizing events in British music for the year 2025. It includes information on various music festivals, concerts, and notable performances, such as the Lytham Festival and the announcement of Oasis and New Order on the 2025 longlist for inclusion in the Rock and Roll Hall of Fame.
7. <https://www.setlist.fm/setlist/stevie-wonder/2025/blackweir-fields-cardiff-wales-4b46cfa2.html> - A setlist from Stevie Wonder's 'Love, Light & Song' concert at Blackweir Fields in Cardiff on July 9, 2025. The setlist includes a mix of his classic hits and newer material, showcasing his enduring appeal across generations.