

WUNDERBAR

GERMANY AT SXSW 2017

Press Release

WUNDERBAR—Germany at SXSW Eighteen bands and solo artists at the world's biggest showcase festival, SXSW Music

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- Mike P. Heisel: "The newcomers performing here do an excellent job of reflecting the breadth of the German music scene."
- Wunderbar Live: "Peace x Peace Festival" showcase in German Haus, with the PxP Allstars, featuring Fetsum, Patrice, Y'akoto and Frank Dellé, presented by ARTE Concert
- 2017 SXSW MUSIC: March 13 to 19, 2017, in Austin, Texas

Berlin, March 6, 2017

"We once again have a strong presence at SXSW Music with eighteen acts from Germany," says **Mike P. Heisel**, music manager and member of the Initiative Musik Supervisory Board. "The newcomers performing here do an excellent job of reflecting the breadth of the German music scene, from electronic music to indie pop to the comparably quiet sounds of neo classical acts such as Martin Kohlstedt and Sven Helbig. A special highlight is the Wunderbar Live Event with the PxP Allstars including Fetsum, Patrice, Frank Dellé and Y'akoto, all of whom have been wildly successful in Europe."

With Martin Kohlstedt, Sven Helbig and Federico Albanese, we have three artists from Germany performing at SXSW who belong to a generation of composers who are blurring the boundaries between classical, experimental and pop music. **Sven Helbig**, for instance, composes works for choir, orchestra and chamber music to be performed on tradition concert stages and is touring solo with his electronic music: "Artistic exchange between Europe and the U.S. has a long, prolific tradition. I'm pleased to be a tiny part of this flow with my current project." Helbig, from Dresden, who has undertaken creative cooperations with the conductor Kristjan Järvi, the Pet Shop Boys and even Rammstein, just to name a few artists, will be presenting his new album and project *I Eat the Sun and Drink the Rain* in Austin.

After causing a sensation in January at the Eurosonic Festival in Groningen, the Netherlands, the Berlin-based duo **Gurr** is now playing in America for the first time. Laura Lee, one of the singers of Gurr, says: "Our specific goal for SXSW is to find an American booking agency. We were lucky that our album has already been making initial waves in the U.S." The famous online music magazine *Stereogum* had included the band's single "Moby Dick" in their "Favorite Songs of 2016." Gurr is giving three concerts as part of the official festival program.



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For the musician **Fetsum** from Berlin, SXSW Music is offering him not only the chance to present his brainchild, the **Peace x Peace** Festival for the first time abroad, but also to send a sociopolitical message: "I view it as a self-evident mission and an imperative social responsibility for artists to strengthen the voices of the weakest members of society and the international community in such a way that they are heard. That's why it pleases us to no end to have the opportunity to bring our message of diversity and humanity out into the world that we want to live in via SXSW. With this in mind: you can try to fake news, but you can't fake music!" The Peace x Peace Festival initiated by Fetsum, which had its sold-out premiere at Berlin's Waldbühne open-air amphitheater, raised 400,000 euros for international aid projects for refugee children. A sequel is planned for summer 2017. The concert in German Haus is being realized in cooperation with ARTE Concert.

Laura Carbone from Mannheim will be playing at SXSW for the second time in a row: "This year we have completely new, unreleased music with us that we'll be premiering on stage here. An equal parts thrilling and very unsettling experience. Specifically I hope to be able to make new international contacts in Austin that will be helpful for the release of the next album. Personally, I'm looking forward to a week full of music. I think we'll be able to create a wonderful basis with this Texas/SXSW-vibe that will lead us directly back into the studio afterwards to record the second album."

Lilly Among Clouds hopes to conquer the music world from Würzburg, Germany. Although we're still waiting for the first album release, she's already been invited to numerous national and international festivals. Her debut album will be released on PIAS in late summer. In Austin, Lilly Brüchner—the singer/songwriter's real name—hopes to establish a foundation for the release with her management team: "I recently made the very conscious decision for an internationally operating music label. Being able to present my pop songs now at SXSW will hopefully help us to expand our worldwide contacts so that we will eventually be able to release my debut album in as many parts of the world as possible."

The German presence at SXSW is an Initiative Musik project and an integral part of the Foreign Trade Fair Participation Program of the German Federal Ministry for Economic Affairs and Energy. Other German Haus participants include the German Federal Government's Culture and Creative Industries Initiative and the federal states of Baden–Württemberg, Bavaria, Berlin/Brandenburg, North Rhine–Westphalia and Rhineland–Palatinate as well as the cities of Hanover and Munich. Additional contributors include the German Consulate General in Houston, the Austrian export organization Außenwirtschaft Austria, and the German/French cultural broadcaster ARTE.

The German presentation in Austin is the largest presence of Germany's culture and creative industries abroad. SXSW has been taking place in Austin, Texas, since 1987 and brings together festivals, conferences and exhibitions in

the fields of music, film and interactive. About 35,000 attendees take part in the SXSW Interactive digital conference. SXSW Music, with more than 30,000 industry representatives from 80 countries and more than 2,200 bands, is one of the world's leading conferences and showcase festivals for the music industry.

You can find the complete program for German Haus and the German Pavilion as well as the German companies and bands at www.german-haus.com.

All the artists from Germany at a glance:

1. Christian Loeffler, Rostock
2. Connie & Lizzie, Berlin
3. Desert Mountain Tribe, Cologne/London
4. Die Heiterkeit, Hamburg/Cologne/Berlin
5. Federico Albanese, Berlin
6. Gurr, Berlin
7. Helen Fry, Berlin
8. Laura Carbone, Mannheim
9. Lilly Among Clouds, Würzburg
10. Magic Island, Berlin
11. Martin Kohlstedt, Weimar
12. Oum Shatt, Berlin
13. Perrera Elsewhere, Berlin
14. PxP ALLSTARS - feat. Fetsum, Patrice, Y´akoto und Frank Dellé
15. Slow Steve, Berlin
16. Stefan Goldmann, Berlin
17. Sun And The Wolf, Berlin
18. Sven Helbig, Dresden

Selected SXSW music events with German participation

Berlin/Brandenburg Interactive Night

@ German Haus/ Barracuda, 611 E 7TH Street, Austin
with: Gurr, Magic Island, Slowsteve, Federico Albanese
March 13, 8:00 pm - 2:00 am

WUNDERBAR LIVE

@ German Haus/ Barracuda, 611 E 7TH Street, Austin
P x P ALLSTAR Feat. Fetsum, Patrice, Y´Akoto, Frank Dellé (Seed)
Presented by ARTE Concert
March 14, 2:00 pm - 5:00 pm

Reeperbahn Festival Showcase

@ Esther's Follies, 525 E 6th St

March 15, 2017, 8:00 pm - 2:00 am

WOMEX Stage

@ Flamingo Cantina, 515 East 6th Street

March 16, 2017, 8:00 pm - 2:00 am

Berlin Beats

@ Barcelona, 209 E 6th St

March 17, 2017, 8:00 pm - 2:00 am

For more press information, please contact:

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* We set great store in gender equality. For readability, we mainly chose to use the masculine form in the texts.