

WUNDERBAR

GERMANY AT SXSW 2017

Press Release

WUNDERBAR—Germany at SXSW 2017 Tech, creative and music scenes offering an interdisciplinary program at German Haus

Initiative Musik gGmbH
Friedrichstraße 122
D-10117 Berlin
Germany

T: +49 30 - 531 475 45 - 0
F: +49 30 - 531 475 45 - 9
E: mail@initiative-musik.de
W: www.initiative-musik.de

- German Haus and the German Pavilion are central venues for eight hundred delegates from Germany
- Program in German Haus presenting the trending topics for SXSW Interactive & Music
- Keynote presentations by Martin Wezowski (SAP), Dr. Dieter Zetsche (Daimler AG) and Stefan Plöchinger (*Süddeutsche Zeitung* newspaper)
- French/German broadcaster ARTE taking part in the German Haus program for the first time
- 2017 SXSW: March 10 to 19, 2017 in Austin, Texas

Berlin, February 28, 2017

Germany once again has the second-largest European delegation at the digital and music conference South by Southwest (SXSW) with more than eight hundred delegates. German Haus, open for five days, is presenting an interdisciplinary program running the gamut from music to digital lifestyle to applications for innovative virtual-reality and sound technologies. The collective presentation at the joint stand and in German Haus offers two platforms with which companies and the participating German federal states can exhibit. On March 11, 2017, the program in German Haus is kicking off with a keynote presentation by Dr. Dieter Zetsche, chairman of the Board of Directors at Daimler AG on the topic of connected mobility.

Other keynote speakers include Stefan Plöchinger from the editorial board of the *Süddeutsche Zeitung* newspaper, and SAP Chief Designer **Martin Wezowski** at the SAP Innovation Center Network, who will be speaking about the working world of the future: *"We are the ones who build a future we all want to live in. The mix of dimensions reflects how innovation and globalization brings ideas and people together. I'm Polish born, spent most of my life in Sweden and a little in China—can I mix it up even more? I studied construction engineering, made a design career and I work with future strategies for the SAP Innovation Center. Perhaps this reflects why I'm so fired up—diversity, globalization and open minds will change the world through innovation."* The SAP Innovation Center in Potsdam is one of more than ninety participating companies from the Berlin–Brandenburg capital region, where the countrywide ICT/Media & Creative Economy Cluster networks digital and media industries with each other and with the sciences and leading digital technology companies in other industries.



Vorsitzender des Aufsichtsrates: Prof. Dieter Gorny | Geschäftsführerin: Ina Keßler
Bankverbindung: Commerzbank AG | BLZ 200 800 00 | Kto-Nr.: 3 839 539 00
IBAN: DE21 2008 0000 0383 9539 00, BIC: DRESDEFF200
Sitz der Gesellschaft: Berlin | HRB 110268 | Steuernummer 27/604/01213



Initiative Musik Managing Director **Ina Keßler** says: *“SXSW allows a fascinating look into the future. We extend a very warm welcome to all the international guests and naturally all the German participants to stop by the German Pavilion and German Haus, where you’ll be able to personally experience Germany as a country of innovation and culture. Across five different theme days, we’re presenting trending German topics from the interactive and music sectors. I’d like to thank all the sponsors and partners with whom we’ve been able to put together a high-caliber and diverse program.”* Initiative Musik is the central funding agency and export office for the German music industry and has been coordinating the German joint presentations at SXSW for eight years.

The German/French broadcaster ARTE, which focuses on culture, is contributing to the German Haus program with the panel “Immersive Theater and VR Spaces” and a ARTE Concert Showcase on the Wunderbar Music Day. **Wolfgang Bergmann**, managing director of ARTE Deutschland TV GmbH and ZDF/ARTE coordinator, speaking about the cooperation, says: *“In 2017, ARTE is celebrating its twenty-fifth anniversary—a quarter century with plenty of music and even more innovation, from and for Europe, and in dialog with a world that is one. We’re looking forward to top-class panels about virtual reality and immersive art. And we can’t wait for the concert with the musician Fetsum and the Peace x Peace Allstars Band in German Haus, a showcase for an amazing summer festival of international artists in Berlin being held for the many people on our planet who endure expulsion and are refugees who are desperate need. Openness, freedom and creativity in a world searching for orientation—this is what ARTE stands for, now and in the future.”*

North Rhine–Westphalia (NRW) is again one of our six federal state partners, all of whom have contributed to the German presentations both financially and as concerns the contents. **Franz-Josef Lersch-Mense**, minister for federal affairs, Europe and media for North Rhine–Westphalia and head of the state chancellery: *“This year’s NRW delegation at the SXSW Festival is once again showing the entire breadth of the media, digital and creative industries that are at home between the Rhine and Ruhr rivers. It is unparalleled in its variety and concentration in Germany and makes a significant contribution to the strength of North Rhine–Westphalia as a place to do business.”*

Bavaria and the city of Munich are taking part in the German presentations for the third time running. For **Siegfried Schneider**, the president of the Bayerische Landeszentrale für neue Medien (BLM)—the regulatory authority for new media in Bavaria—the Interactive Conference is one of the outstanding international events for media companies: *“SXSW is a must for BLM and our incubator, the Media Lab Bavaria, with many impulses around the topic of digital media. Digital trends that will strongly influence media developments can be recognized at an early stage during the SXSW Interactive Festival.”*

A new feature at German Haus is the German Lab, which is presenting innovations from Germany so that they can be experience first hand. LAVA Labs

from Düsseldorf, Media Apes from Neustadt an der Weinstraße, and Horse Analytics from Hanover are three of the ten companies exhibiting there over four days. Horse Analytics is also qualified for the final of the prestigious SXSW Accelerator start-up competition.

Furthermore, the Munich-based start-up Bohème is also at German Lab. Its co-founder, **Amadeo Gaigl**, explains the app: *“With Bohème, exclusive newspapers and magazines can be read comfortably and free of charge—for instance in your favorite café or in a regional train. We’re working with the innovative Beacon technology. This 4x4 cm Bluetooth transmitter, which is very easy to install, allows guests within a radius of up to 30 meters to access premium media content on their smartphones. In the Munich metropolitan area, we’ve managed to get this technology aboard trains: the Südostbayernbahn, a regional subsidiary of Deutsche Bahn, is already equipped with our service and our Beacons.”* As their next step Bohème is planning to offer their services internationally.

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. German Haus media partners include Heise Medien and the print and online magazine *t3n*; among other things both companies are sponsoring the main prize for the winner of the daily “German X” pitches. Furthermore, as partner of German Haus, “High5—The Startup Booster” is sponsoring the SXSW participation of the four start-ups Antelope/Wearable Life Science (Nuremberg), evopark (Düsseldorf), Grammofy (Stuttgart), and Holoplot (Berlin).

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.

GERMAN HAUS
Program Overview

Saturday 03/11/2017 – Smart Cities

- 12:00–3:30 PM: Connected Mobility (Talk & Networking)
- 3:30–4:30 PM: Community Matters (Panel)
- 4:30–5:30 PM: German X (Pitches)
- 5:30–6:30 PM: Tech for Good (Keynote & Panel)
- 6:30–8:00 PM: Tech for Good (Networking)
- 8:00 PM–2:00 AM: BW-NRW-RLP Germany Party

Sunday 03/12/2017 – Lifestyle & Entertainment

- 10:00–11:30 AM: German Haus Brunchtime (Networking)
- 11:30 AM–12:30 PM: German X (Pitches)
- 12:30–1:30 PM: Digital Disruption and Transformation in Sports (Panel)
- 1:30–3:00 PM: Digital Journalism Rocks Lunch (Networking)
- 3:00–4:00 PM: German X (Pitches)
- 4:00–5:00 PM: German Corporate Champions League (Networking)
- 5:00–6:00 PM: Journalism is fundamentally challenged by politics of fear and by politicians constructing alternate realities (Keynote & Panel)
- 6:00–8:00 PM: Flying Lab – SXSW (Get Together)
- 8:00 PM–2:00 AM: Bayern Munich Party

Monday 03/13/2017 – Intelligent Future & Wearables

- 10:00 AM–12:00 PM: German Haus Brunchtime (Networking)
- 2:30–3:00 PM: UX is...(Keynote)
- 3:00–4:00 PM: Artificial Intelligence is the Future of Fashion (Panel)
- 4:00–5:00 PM: Immersive Theatre and VR Spaces (Panel)
- 5:00–6:00 PM: German X (Pitches)
- 6:00–8:00 PM: Fashion Fusion Happy Hour (Panel & Networking)
- 8:00 PM –2:00 AM: Berlin/Brandenburg Interactive Night (Showcase & Party)

Tuesday 03/14/2017 The New Sound of Music / Austria @ German Haus

- 10:00 AM–12:00 PM: Networking Breakfast (Networking Breakfast)
- 12:00–2:00 PM: New Taste of Music (Networking)
- 2:00–3:00 PM: Immersive Audio - The Future of Sound (Panel)
- 3:15–4:00 PM: Music and Life Sciences (Panel)
- 4:00–4:45 PM: Festival Evolution - The new Festival Generation (Panel)

4:45–5:30 PM: The Waltz into the Future (Panel)
5:30–6:00 PM: A_NEW_DAY - Music & Movement (Showcase)

Wednesday 03/15/2017 – Wunderbar– German Music Export

12:00–2:00 PM: Wunderbar Lunch (Networking)
2:00–4:00 PM: Wunderbar Live (Showcase)

German Lab @ German Haus
Saturday 03/11/2017 – Tuesday 03/14/2017

EXHIBITORS: LAVA labs / Big Rep / Holoplot / Holodeck / Viva Con Agua /
Gamewheel / Bohème / Media Apes / Toposens / Antelope / Grammofy /
Splash

German Pavilion
Sunday 03/12/2017 – Wednesday 03/15/2017

Austin Convention Center, Booth #1009

Find out more: www.german-haus.com

For more press information, please contact:

Initiative Musik gGmbH
Friedrichstraße 122
10117 Berlin

Public Relations German Haus: Michael Wallies
+49 30 - 531 475 45 – 1
michael.wallies@german-haus.com , www.german-haus.com

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