

# SXSW Music 2015 QUOTES

"SXSW has, with long-term effort, made itself the prime United States showcase for international music...."

**New York Times, March 23, 2015**

"... SXSW brings swarms of influential people together in one place at one time. That many like-minded people in one place yields huge opportunities."

**Pigeons & Planes, March 23, 2015**

"The music conference itself is quite something to behold too. Delegates are swarming around the Austin Conference Centre in their thousands, with what feels like hundreds of mini lecture theatres – as well as the vast main halls – consistently full of people joining panel discussions and seminars on every conceivable micro-aspect of music, music culture and the music industry."

**Boilerroom.tv**

"This is the one time of the year when the entire global music scene gathers in one city...."

**Herald Scotland, March 29, 2015**

"This is South by Southwest, the annual music, film and technology mega-conference in Austin – a massive gathering where entrepreneurs, tastemakers and assorted creative types come to schmooze, self-promote and get their brains rearranged by new music."

**Washington Post, March 18, 2015**

"Talking, performing at or attending these events were the people who will shape the future of these industries."

**The Huffington Post (UK), March 24, 2015**

"... even after all these years, SXSW still has the ability to amaze...."

**Entertainment Weekly, March 21, 2015**

"But what makes SXSW work is that so many different people are in the one spot at the same time, and all of them are open to talking, learning, connecting and having fun. Bright, savvy, interesting folk from a huge range of backgrounds and disciplines are here to talk, network and exchange ideas."

**The Irish Times, March 19, 2015**

"There was too much good new music to absorb in only five days."

**Wall Street Journal, March 24, 2015**

"...the festival is also one of the music industry's most important conferences. There are dozens of panels and hundreds of people from every walk of the business mingling in sessions and happy hours. If you're smart about how you spend your time, you can meet quite a few valuable contacts...."

**Hypebot.com, May 5, 2015**

"But SXSW, founded in 1987, is still the most important music event of its kind in North America, a place where deals get made and where a hot-to-trot young band can play to tastemakers from all over the planet."

**Toronto Star, March 16, 2015**



# **SXSW Music 2015 QUOTES** (continued)

"SXSW is one of the few spots on the calendar when all of pop music is essentially on an even playing field, which allows upstarts to play on the exact same stage as Miley Cyrus."

**Entertainment Weekly, March 21, 2015**

"Everyone knows SXSW is really all about showcasing new artists."

**The Independent (UK) March 27, 2015**

"... the real reason everyone comes to SXSW is to discover The Next Big Thing."

**Huffington Post, March 25, 2015**

"Tens of thousands of revelers descend each year on the self-proclaimed live music capital of the world to attend an overwhelming array of live music, panels, special events and presentations."

**Craveonline, March 16, 2015**

"South by Southwest is the most overindulgent musical smorgasbord imaginable. Even the biggest music fan ... would be lucky to take in 1 percent of all that goes on during this amazing music conference and festival."

**San Jose Mercury News, March 23, 2015**

"...South by Southwest is the place the international music business comes to chew the fat about its many challenges."

**The Guardian, March 20, 2015**

"... SXSW encouraged exploration."

**Wall Street Journal, March 24, 2015**

"The best thing about SXSW Music is that it's still a magnet for the best new bands around."

**The Irish Times, March 25, 2015**

"SXSW is a beast of a festival, but that's why it's the best time! The music industry is out in full swing, great bands take over every venue, and sponsors bring out the big guns."

**Canadian Musician, April 13, 2015**

"There was siney pop from the long-running Austin band Spoon, some sultry but slyly argumentative pop R&B... from the Colombian-American songwriter Kali Uchis, some brooding, ratcheting electronic pop from the Danish duo Rangleklods and, best of all, a barn-burning set by the Australian songwriter Courtney Barnett...."

**New York Times, March 17, 2015**

"With astute, innovative rock bands like Spoon and TV on the Radio among the festival's biggest names, and a giant wave of next-generation talent on hand, there was the feeling that South By, as it is known, was back where it belongs."

**Wall Street Journal, March 24, 2015**

"Since its inception, SXSW has tried to serve all music fans with a healthy dose of underground and unsigned acts representing nearly every musical genre imaginable. This year was no different with over 2,200 acts that descended upon the Lone Star State's capital for five days and nights."

**PremierGuitar.com, March 27, 2015**



# **SXSW Music 2015 QUOTES** (continued)

"It's a somewhat representative inevitability of SXSW, being shoulder to shoulder with the same guys you might see in your local East London boozier. That's no depreciation though; rather it's what helps make the festival so charming to out-of-towners - that you can descend here and it feel like home. There will always be people you know to share this amazing town with."

***The Line of Best Fit, April 13, 2015***

"The internet of everything is discussed again and again at South By Southwest (SXSW), but the event itself has become the conference of everything. The annual Austin, Texas festival may sub-divide into interactive, music and film festivals, but there's considerable space within and crossover between each of these categories to allow the festival to encompass so many different themes and topics."

***The Irish Times, March 19, 2015***

"It's a vast undertaking... and the sheer volume of information flowing around on the person-to-person level makes it compelling. The appetite to be involved with music, when you see it so illustrated across quite so many individual examples, is an astonishing thing to witness."

***Boilerroom.tv, March 2015***

"The Summit of the Americas is for international diplomacy in the Western Hemisphere what South By Southwest (SXSW) is for indie music and tech companies: a place where ideas are introduced and finished pieces are premiered."

***LatinTimes.com April 8, 2015***

"... there are a ton of exhibits to see at SXSW. While we enjoyed checking out the trade show and looking at some killer new musical gear, we were most excited for Flatstock 48, a gathering of the world's greatest gig poster artists. Our expectations were high, but the event blew us away."

***diffuser.fm, March 21, 2015***

"You weather well for the rest of the year after a good South By Southwest. You see bands you'll be talking about and writing about in the months and years to come.... You come across speakers and talks and ideas and sparks during the Interactive run which resonate for ages and crop up in the strangest of places and at the weirdest of times afterwards. You also usually see a movie or two as well which go on to become hits on the big or small screen. You go to Austin and the rest of the year is mapped out."

***The Irish Times, March 24, 2015***

