

SXSW 2017 MEDIA QUOTES

“SXSW 2017 is a mélange of ideas for those who are willing to think outside the box. It is difficult to classify this event, for it is more than just a festival for music, film, or technology. By meshing all these fields together, it forces the participant to realize that new, rich ideas emerge when concepts cross multiple boundaries.”

NBCNews

“Having been founded 30 years ago as a music showcase, SXSW — along with the rapidly growing city around it — has morphed into an all-purpose destination for culture mavens eager to be early adopters in everything from music, cinema and technology to politics and health.”

Washington Post

“It may have started as a music festival, but South By Southwest has transformed over the years to become an indisputable showcase of the hottest tech trends across industries.”

Forbes

“The film festival is just one arm of the larger South by Southwest event, including the foundational music festival that started in 1987, the ever-growing interactive festival and the newer comedy festival. The intersection of all these different areas and overlapping events has made SXSW well suited to reflect the fast-changing media environment.”

LATimes.com

“All sorts of metrics are applied to digital-era music to measure success: sales, streams, radio plays, tickets. One that’s harder to measure, and therefore often ignored, is audience joy. That’s where the South by Southwest Music Festival comes in. With audiences in which badge-holding music-business professionals are surrounded by more typical listeners, the festival provides instant feedback on what’s really reaching people: via shouts, singalongs, rowdy approval or rapt attention. At a time when the music business and the tech companies that now dominate it are concentrating on a customized experience, SXSW shows how much people still prize a communal one.”

The New York Times

“...a crystal ball for pop culture...”

dailymotion.com

“SXSW isn’t just a music, film, and media festival. For entrepreneurs hoping to make a splash, for startups seeking to tell a compelling story, and for companies hoping to build a brand, SXSW’s tens of thousands of attendees can be the perfect launching pad for a business...”

Inc.com

“The SXSW film festival lineup once again proves the Austin gathering as a formidable player for big and small movies.”

Variety

“Every March, hundreds of thousands descend on Austin, Texas for the premier music, film, and tech festival -- South by Southwest (SXSW). While many associate SXSW with non-stop music performances from acts around the world, it’s also where the music industry comes together to share tips and tricks on how to make money in today’s tech-driven music industry.”

Electronic Musician

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“Arguably the world’s most iconic event for launching new talent and game-changing technology and ideas - a Woodstock meets the Web Summit to the power of ten - South by Southwest ... has an incredible ability to capture the zeitgeist at the intersection between technology, music, film and digital media.”

The Independent (Ireland)

“The South By Southwest conference, which kicks off in Austin this Friday, has long straddled the worlds of technology, film, and music. In other words: It may be the perfect showcase for the latest and greatest in virtual reality.”

Forbes

“The SXSW event in Austin, Texas, has become established in the festival landscape as a vital place for discovering new talent as well as a showcase for off-center studio films.”

LA Times

“SXSW isn’t a rock festival, a hip-hop festival or a global music festival — it’s a big bundle of everything rolled into five spring-warm Texas days.... We go there to find music we’re unlikely to see in our own backyard, find something thrilling, then shout out our fervent support.”

NPR All Songs Considered

“SXSW has flowered. What began as a small music festival has grown exponentially over the past 30-odd years into a full-blown panoply of the entertainment and tech trends you need to know about right now.”

Thrillist

“The 2017 SXSW Conference & Festivals, which kicks off today in Austin, Texas, is a nine-day-long convergence of tech, movies and music. Now in its 31st year, the sprawling event gives insight into industry trends--and can set the tone for the year’s business.”

Forbes.com

“The film festival is a solid platform for discovering new filmmakers; if you want to explore the connective tissue of contemporary American cinema, few other places offer such a fertile arena”

Indiewire

“With singers and bands from all over the world coming to Austin, the main allure of SXSW for any adventurous soul is to broaden one’s musical horizons.”

Jambase

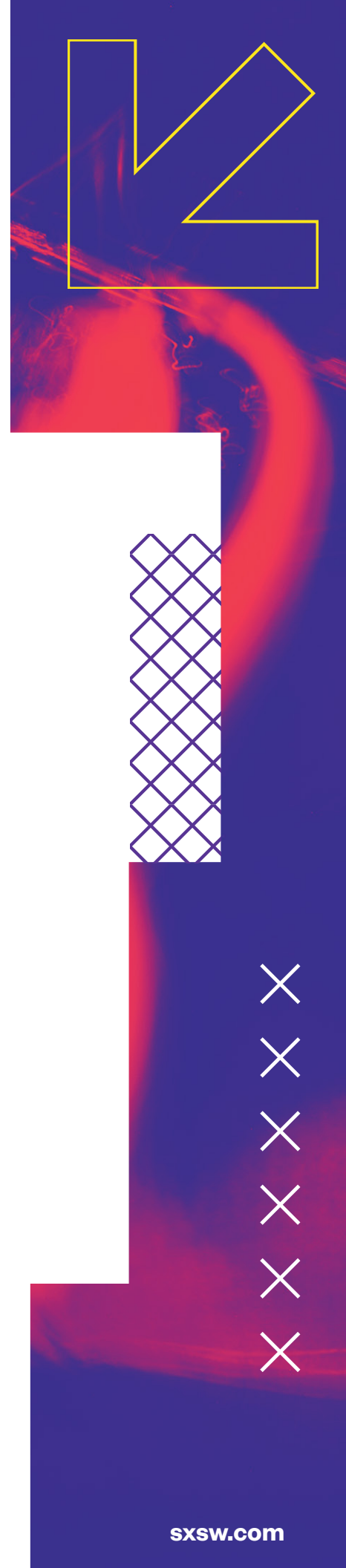
“In 2017, we live in a period infused with the anger of nativist, nationalist sentiment, from the building of walls to Brexit. There is one way to counter this bile, and that is to let the forces of hybridity, globalization, multiculturalism, diversity, and creativity flourish against the desire for uniformity and homogeneity. There are few examples as emblematic of this resistance as the SXSW conference and festival that has been taking place here and wraps up Sunday.”

NBCNews

“Far from following the Texas phrase ‘all hat, no cattle’, this year’s SXSW proved itself to be much more than simply a tech conference; it delivered opportunity and inspiration in spades...”

The Drum

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“As ever, the festival features a strong lineup of both fresh premieres and festival favorites, new and returning stars, and plenty of opportunities for talent to break out on the festival stage.”

Indiewire

“It is a week of incredible music and incredible unpredictability...”

Glide Magazine

“When it comes to the major American conventions and film festivals, there’s never a shortage of attention-grabbing activities. But South by Southwest—the annual music, film, and tech festival in Austin, Texas—takes fan interaction to a new level.”

Vanity Fair

“South by Southwest is a conference unlike any other—it’s less of a launchpad for new products, and more of an “ideas” show that brings people from various fields together to talk about what comes next.”

Macworld

“South by Southwest, the music-film-technology conference that wraps up this weekend, has come into its own as an invaluable buzz-builder for particular kinds of films, which themselves fit right into the festival’s of-the-moment milieu.”

The Washington Post

“Yet there are still moments when stars are born and you’re smitten, wowed, excited and stirred by what you’ve just heard.”

The Irish Times

“... the annual gathering of techies, musicians, filmmakers and fans is putting a special focus this year on inclusivity at a time when the country seems more divided than ever.”

NBCNews.com

“Getting in front of record label executives doesn’t do as much for your career in 2017 as it might have twenty years ago, but getting in front of ad agencies, event planners, brand managers, and other people who actually pay artists these days sure does, and those people are still at SXSW every year.”

Texas Monthly

“South by Southwest never sleeps. Instead, the festival seemingly keeps inviting more and more people to the party, which is why the streets of Austin, Texas are bustling with all walks of life from dawn to dusk.”

Consequence of Sound

“Fittingly for a fest with roots as a music blowout, music-based VR was the drumbeat underneath this year’s event. Whether through straightforward experiences that animated specific songs, or interactions that nudged tunes into gaming, SXSW gave music-driven VR a chance to cut through the noise.”

CNET

“... SXSW serves as a meeting place for the powers that be and those who would speak truth to power — the industry’s corporate base and a vibrant cast of artists who don’t fit in conveniently with that model.”

Chicago Tribune

