

# SXSW Film 2015 QUOTES

"From intimate indies to blockbuster debuts, this year's South by Southwest film festival was again a place for discoveries."

**-New York Times, 3/19/2015**

"With this year's festival, Pierson put together one of SXSW's strongest lineups ever: a combination of big (*Furious 7*, *Trainwreck*) and small (*Krishna*, *Creative Control*) movies that are sure to be part of the conversation for months to come."

**-Variety, 3/20/2015**

"Compared to prestige-oriented film festivals like Cannes, Toronto or Sundance, the SXSW Film Conference and Festival has always been a freewheeling affair. This year ... event has ratcheted up that approach even further by premiering an eclectic slate of movies including the action extravaganza *Furious 7*, the espionage spoof *Spy* and a new documentary casting a critical eye at the late Apple co-founder Steve Jobs."

"The formalities of the prestige festival circuit do not apply at the South by Southwest Film Conference and Festival – a tuxedo or gown would likely end up stained with barbecue sauce or splashed with beer...."

**-Los Angeles Times 3/13 & 3/16/2015**

"With its laid-back, party-friendly, homegrown Austin vibe, the SXSW Film Festival – part of the larger SXSW festival – charts a distinctive path from other fests throughout the year. For one, it embraces more mainstream, audience-friendly fare from major studios ..., and on the opposite end of the spectrum, the film fest also supports truly outré independent movie experiments.... And there's plenty in between."

**-Buzzfeed, 3/12/2015**

"While anticipation for that behind-the-scenes peek remains high, big names don't convey the full scope of the Austin festival's lineup. Instead, SXSW prides itself on showcasing rising stars of the festival circuit, promising newcomers, and off-beat or otherwise funky topics that give the lively gathering its distinctive character."

**-Indiewire, 3/9/2015**

"Every year, critics and cinegeeks head to Austin, Texas, to sample a smorgasbord of lo-fi indies, thought-provoking docs, psychotronic midnight movies and oh-so-much-more at the annual SXSW Film Festival. From March 13-21, festgoers will have their pick of early sneak peeks at upcoming releases ... (the Will Ferrell/Kevin Hart comedy *Get Hard*, the Brian Wilson biopic *Love & Mercy*), choice Sundance offerings ... (Rodney Ascher's *The Nightmare*, the extraordinary Kurt Cobain portrait *Montage of Heck*) and dozens of works from potential next-big-things directors to check out in between queso-filled meals."

**-Rolling Stone, 3/9/2015**

"The Austin-based multi-platform event (which incorporates both an interactive and music festival too) gets bigger year-on-year, but has made it a point of pride to remain involved in developing and promoting new and emerging indie talent and championing off-the-wall, midnight madness-style genre flicks, while also becoming the somewhat unlikely testing ground for big studio comedies."

**-The Playlist/Indiewire, 3/9/2015**

"South by Southwest (SXSW) is the best week of the year for film fanatics. Period. It's in a wonderful place (Austin, Texas), sweetened by a lovely atmosphere that mixes the highbrow appreciation of erudite film nerds with the go-for-broke excitement of genre enthusiasts. There's nothing quite like it in the world of film festivals — the vibe at SXSW isn't something that's easily replicated or translated; it just is."

**-Moviefone, 4/1/2015**



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

“The spike in convergence programming (topics that apply to two or more film, tech and music badges) with SXsports and gaming makes the 2015 SXSW one of the most all-encompassing yet....Because SXSW’s local cinephile crowd is so entrenched in the horror scene, it’s not a surprise to find the quality of their programming is meticulously above most major festivals and prefers to book messed-up movies such as We Are Still Here and Pod.”

**–International Business Times, 3/13/2015**

“In 2015, SXSW continues to expand its importance in the festival year with heavy hitters like Paul Feig, Alex Gibney, Judd Apatow, and Ryan Gosling showing their latest stuff, but what’s most fun about SXSW (aside from the drinking-as-networking atmosphere, perhaps) is the element of surprise, like seeing Attack the Block come out of nowhere in 2011 to become the talk of the festival. You never know which underappreciated gem is on your list until you get there, and neither do we.”

**–Consequence of Sound, 3/9/2015**

“This year’s South by Southwest Film Festival is loaded with big names, quirky projects and lots of potential breakout stars.”

**–Huffington Post, 3/12/2015**

“When we said that SXSW had enough picks to keep everyone happy, we really meant it.”

**–The Dissolve, 2/4/2015**

“For the next week or so, the center of the cinematic world will be moving to the city of Austin, Texas. The annual South by Southwest Film Festival is starting up, and in addition to being a venue where independent movies and up-and-coming filmmakers can start getting attention for their work, it’s also an event that studios love taking big upcoming projects to and debuting.”

**–CinemaBlend, 3/12/2015**

“SXSW Film had a fantastic 2015, with a number of discoveries that’d be major films no matter where they premiered.”

**–Filmmaker Magazine, 4/28/2015**

“Only in its second year, the SXSW Episodics screening program is proving a hot commodity at the annual gigantic exposition of new media content in Austin — and everyone’s invited to the party.”

**–Rotten Tomatoes, 3/18**

“Milk SXSW for all that it is – a magical melding of digital dreamers, indie filmmakers, musical rabble-rousers, and international thought leaders.”

**–InStyle, 3/14/2015**

“It’s important to note a couple of things about SXSW and its audience. In contrast to the Serious Film folks and industry types at a Sundance or Toronto, the audience in “Austin tends to be looser, open to both goofy genre pictures and more mainstream fare. The atmosphere is more laid-back as well; the sun is shining, the beer is flowing, the food trucks are plentiful. And, most significantly, every time a film writer sees a movie at SXSW, he or she is seeing it with an audience. At most fests, critics see some films at public showings (when they can manage to wrangle tickets) but do most of their viewing at dour press and industry screenings. There are none of those screenings at SXSW. All movie-going there is a group activity – and so those who write about these movies aren’t seeing them with their jaded colleagues, but with an enthusiastic festival crowd.”

**–Flavorwire, 3/20/2015**



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

“South by Southwest is still a switched-on gathering of new ideas, and it’s ultimately a cultural crucible that keeps refreshing itself and its attendees.”

**-Yahoo Tech, 3/13/2015**

“SXSW is making sweet love to us lovers of film!!!”

**-Ain't It Cool News, 3/16/2015**

