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### **SXSW Announces 2016 Grulke Prize Winners**

March 23, 2016 - Austin, TX - SXSW® Music is pleased to announce the winners of the fourth annual Grulke Prize.

The Prize, awarded in three categories, was developed in honor of our friend and colleague Creative Director Brent Grulke, who passed away on August 13, 2012.

Brent Grulke had a lengthy career in many aspects of the music industry from music editor at the Austin Chronicle to sound engineer or tour manager for many Austin bands as well as production and sound engineer in clubs in San Francisco. He later moved to Los Angeles to become the manager at Spindletop Records which eventually led him back to Austin where he was the longtime Creative Director of the SXSW Music Festival.

Brent's love of music and the spirit of the festival is reflected in the three Prize categories: Developing US Act, Developing Non-US Act and Career Act.

The Developing Act Prize is for artists who are breaking new ground with their creativity and show the most promise in achieving their career goals. The Career Act Prize is for an established artist who appeared at SXSW to reinvent themselves or launch an important new project.

Last year's winners were Leon Bridges, Courtney Barnett and Spoon.

The **Grulke Prize** winner for **Developing US Act** is [Anderson .Paak & The Free Nationals](#). Oxnard, California-based rapper and singer/songwriter Anderson .Paak turned heads at the SXSW Music Festival with top billed spots on two well-profiled showcases. His soulful grooves coupled with his talent as a rapper, songwriter and performer caught the attention of fellow Californian. Dr. Dre, whom he collaborated with on last year's *Compton*. .Paak's second full length album *Malibu* was released on January 15, 2016 to wide critical acclaim.

The **Gulke Prize** winner for **Developing Non-US Act** is [Låpsley](#). Holly "Låpsley" Fletcher, an emerging young talent from the UK, blitzed through SXSW with two inspired powerhouse performances. Låpsley quickly gained notice after uploading her bedroom recordings online where we caught the attention of XL Recordings, who just released her debut full length album *Long Way Home* on March 4, 2016.

The **Gulke Prize** winner for **Career Act** is [Iggy Pop](#). Rock/punk provocateur and icon Iggy Pop is an artist that has continued to reinvent himself as he's wooed audiences during his 40 year career as a performer. In his most recent endeavor *Post Pop Depression*, he is joined by collaborator and Queens of the Stone Age frontman Josh Homme to create a 70's soaked rock and funk-inspired masterpiece for his 17th full-length album as a solo artist.

Jurors for the Gulke Prize included music critics, industry professionals and SXSW staff, many of whom knew and worked with Brent over the years.

SXSW Music 2016 is sponsored by Esurance, Mazda, Monster Energy, Capital One, Bud Light, McDonald's, Sonicbids, Pandora, Marriott, and The Austin Chronicle.

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