

SXSW 2021 Media Quotes

“SXSW Came Back With Genuine Joy”

The New York Times

“The VR Experiment at #SXSW Looks Like the Future of Film Festivals.”

Indiewire

“For the music festival, SXSW took audiences around the globe into the artists’ home countries and truly unique settings for one-of-a-kind performances....”

Billboard

“Since 1987, SXSW has offered a wide range of sessions and speakers covering everything from business, education, the environment, entertainment and more. In some ways, SXSW is about everything.”

CNET

“SXSW is boom-clapping back into business. The hip media festival’s 2021 edition returns with a robust lineup of feature films...”

Entertainment Weekly

“After a year of pandemic isolation, the showcases featured the genuine joy of musicians getting together to perform, even if the audience was just a camera crew, and some showcases revisited clubs that have held out through the pandemic. The sets also unveiled songs that have emerged from a year of quarantines and reassessments. As always, there was music worth discovering...”

The New York Times

“SXSW Film has risen from a fun companion to the main events of Music and Interactive to one of the highest-profile American film festivals, attracting massive studio premieres and launching filmmakers’ careers.”

Texas Monthly

“...SXSW always excels at bringing together the best and brightest in new music...”

NME.com

“SXSW Online team embraced in its monumental task of transforming a 10-day, multi-venue, three-part, in-person festival into an enriching, comfortable and accommodating virtual experience for wherever the attendee may be.”

Event Marketer

“Sure, nothing beats actually being in Austin, Texas, in mid-March to experience all that SXSW has to offer, but a streamlined, virtual edition ... was a welcome, worthwhile experience....”

Goldmine

“...it was an exciting treat to watch creative, high-quality performances by artists from LA, Japan, Ghana, India, and more.”

KCRW



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“We’ve found the best conference for agencies is SXSW. ... The content is great, but the city and mindset are what set it apart as a place to build stronger connections with teams, partners and clients.”

Forbes

“The festival did an incredible job at connecting global audiences across multiple platforms, including gathering us inside VRChat in a fantastical version of downtown Austin with entire street blocks and some favorite Austin venues, that were done to-scale based on building blueprints.”

The Future of VR

“The 2021 line-up once again sees SXSW not caring about genre to instead focus on spotlighting some of the most exciting acts around.”

NME.com

“SXSW has done an incredible job this year in creating SXSW Online, a reimaging of their conferences and festivals. The digital experience is cutting edge and convenient for anyone seeking to take part in all SXSW has to offer.”

ASCAP.com

“...the best virtual rendition of a conference I’ve seen yet.”

Engadget

“At SXSW’s closing party, the VR crowd erupted in pandemonium. While Charli XCX’s music streamed into the venue, avatars swapped stories and highlights from the previous days.... It was loud, chaotic, sensory overload, just like the real thing. Not even a pandemic can stop the lifeforce of a SXSW party.”

Indiewire

“...SXSW Online still provided plenty of opportunities for music discovery, with nearly 300 showcasing artists performing over a five-day span.”

Paste Magazine

“With a year to prepare for a virtual format, South by Southwest 2021 assembled a remarkable event that likely changed the scope of the festival moving forward.”

Austin Monthly

“SXSW’s new music-focused festival, which runs in tandem with its film and tech events, usually takes over Austin, Texas every March and is a breeding ground for blossoming artists – it’s often the first chance that UK and European acts get to play live in the US.”

NME.com

“But, if anything, this past year has generated a greater hunger for live music like never before. When we can all gather again to the thrill of songwriters sharing their songs and connecting with kindred spirits from all over the world under a hot sun, we know where to go: head south, then west.”

ASCAP.com

