

# SXSW 2022 Media Quotes

“After a two-year hiatus from the famously splashy festival, Austin’s South by Southwest has returned to its Texas mega-conference form covering tech, music and the wider culture. And with this year’s 10-day event comes a special sense that maybe, just maybe, life is returning to normal.”

## **Pitchbook**

“A slew of packed parties and panels at Austin’s annual SXSW (South by Southwest) festival this year demonstrated that the tech and entertainment industries still crave in-person events....”

## **Axios**

“SXSW was reborn, attracting tens of thousands of people to the rapidly-changing tech metropolis ....”

## **The Daily Beast**

“After two years away, the return of SXSW was certainly cause for celebration. The multi-discipline festival’s new music showcase is a key date in the calendar of every up-and-coming artist, and the Austin, Texas event’s in-person return this year ... showed another encouraging sign that nature – or the live music industry – is beginning to heal, following the pandemic-enforced shutdown of the past two years.”

## **NME**

“Hundreds of bands scattered across “The Live Music Capital of the World” for the first time since the pandemic began, popping up in churches, restaurants, alleyways, parking lots and just about any other space you can imagine, and performing for fans especially ravenous for shows. Some of our favorite sets we saw coming, while others were pleasant surprises we stumbled upon while making our ways through the musical whirlwind.”

## **Paste Magazine**

“SXSW Film has long cultivated a reputation as a festival that’s both filmmaker- and audience-friendly, and it’s likely that rep will only grow after its in-person return.”

## **Texas Monthly**

“...the vibe of SXSW, ... creates a bit of a community atmosphere that enables a more relaxed networking and relationship-building framework.”

## **Forbes**

“The South by Southwest festival returns Friday as a live event this year, bringing crowds, celebrity glitz and international buzz back to downtown.”

## **Austin American-Statesman**

“Taking place across numerous venues throughout Austin, Texas, the annual South By Southwest (SXSW) festival made a triumphant return to in-person programming after a two-year hiatus due to the pandemic. The music portion of this year’s event, which took place March 14-20, featured hundreds of eclectic acts from around the world with unknown bands playing alongside legendary stars.”

## **Glide Magazine**



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“SX is a musical buffet, so you get to taste a little bit of everything...”

**Tucson Weekly**

“SXSW made an energetic return to something resembling its pre-pandemic format.”

**Hollywood Insider**

“From discussions around virtual land ownership to cloth made from washable circuit boards to NFT galleries and off-site multi-player audio adventures, SXSW delighted and demanded full attention this year.”

**vrscout.com**

“In general, its return constitutes a high point for music and film lovers in Austin, and it felt amazing to witness the buzz of an excited community once again.”

**Austin Monthly**

“For music lovers, 1,400 bands is still an embarrassment of riches. It’s more than enough to ensure a unique experience...”

**Magnet**

“Returning for its first year back on the streets of Austin after two quiet ones away, it’s comforting to know that the annual madness of SXSW is still just as packed with bustling bands vying for victory in a post-lockdown world.”

**DIY Magazine**

“Be they fans or filmmakers, actors or music artists, or even just folks walking down the street, the thrill and good vibes was everywhere. SXSW is back where it once belonged.”

**Den of Geek**

“With the entrepreneurs, musicians, actors, artists, tech giants, innovative thinkers, and creative mavens descending upon Texas’ capital city, SXSW yet again proves to be a thought-provoking and uplifting gathering with something for everyone.”

**Paper City**

“Of all the festivals and events that roll through Texas each year, South by Southwest in Austin may get the most national buzz. A slew of celebrities, political figures, up-and-coming musicians and indie filmmakers, tech giants and more all descend on capital city over 10 days for premieres, pop-ups, panels, experiences, and concerts.”

**Houston Chronicle**

“...if there’s a sure sign concerts are back with a vengeance, it’s the return of South by Southwest. After being forced into a second virtual iteration last year, the long-running music conference and festival returned to Austin last week to once again bring together artists, fans, and industry figures for a celebration of all things live music.”

**Consequence**



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“In fact, the first SXSW since 2019 functioned as something of a hard reset for the long-running fest, as indie artists claimed the spotlight instead of the mainstream party-crashers.”

## **Billboard**

“From opening night entry “Everything Everywhere All at Once” to the meta Nicolas Cage comedy “The Unbearable Weight of Massive Talent,” SXSW was a satisfying platform for several upcoming releases.”

## **Indiewire**

“The organizers and sponsors behind the South by Southwest (SXSW) conference and festivals have been “keeping Austin weird” since the annual event was established in 1987. And from March 11-20 after a three-year hiatus ... professionals from the tech, film, music and media industries gathered in person for the tentpole Q1 affair.”

## **Event Marketer**

“Disparate elements coming together, at least for a week, is the essence of the festival.”

## **Spin**

“Having started out as an emerging music jam, SXSW has grown into a 10-day, economy-invigorating extravaganza. Its thematic “tracks” include film, television, comedy, gaming, art, technology, entrepreneurship, marketing, politics, education, and the environment. Yet it remains a global music launchpad.”

## **Lucire.com**

“Special, intimate performances with rising stars ... access the magic that has defined SXSW ....”

## **Rolling Stone**

“For much of its life, SXSW Film was a younger sibling to the tech conference and music festival, but its stature has shot up over the past decade—and now it might be the most successful part of the entire show.”

## **Texas Monthly**

“Thousands of entrepreneurs, influencers and promoters of consumer brands descended on downtown Austin this week for South by Southwest, or SXSW – the giant festival and conference that returned to the capital city for the first time since 2019.”

## **Texas Standard**

“SXSW began as a regional music gala in the 1980s, but it blossomed into a multifaceted annual festival that has attracted celebrities, high-profile corporate executives and media attention from around the world. This year, the roster of big-name speakers and participants includes acclaimed singer and rapper Lizzo, Pfizer CEO Albert Bourla, Austin business icon Michael Dell, music legend Dolly Parton and actor Bob Odenkirk.”

## **Austin American-Statesman**



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“Last week, music fans from across the world descended upon Austin, Texas for SXSW. Its 35-year history shows that major stars from across the musical spectrum – Arctic Monkeys, Janelle Monáe, Haim and Tyler, The Creator, to name a few – have played career-defining shows at this festival, where industry heads and avid listeners unite in pursuit of catching the most exciting new music.”

**NME**

“A beacon for local creatives, international talent and stellar live performances, South by Southwest attracts hundreds of artists from all corners of the world to Austin.”

**The Daily Texan**

“From major studio productions to up-and-coming independent crews, the festival gave us quirky ghost stories, new slasher hits, and one very rewarding trip through the multiverse.”

**Syfy Wire**

“Two years later, SXSW has roared back with a vengeance.”

**WTOP News**

“Spain is known for showcasing original and diverse musical artists from their country that, together with gastronomy, make the participation of Sounds from Spain an innovative and creative showcase to present to the public attending the conference in Austin, Texas.”

**Urban Latino**

“Venues and screening capacities may change at an event like the SXSW Film Festival, but the potential for movies to gift audiences new perspectives remains intact.”

**kens5.com**

