

Nordic Co-operation launch new collaborative platform during SXSW Music 2017

There is an abundance of great new musical talent, not only in Sweden, but in all Nordic countries – Finland, Denmark, Norway, Iceland, Faroe Islands and Greenland. Building on previous years national initiatives the focus is now expanding to promote emerging musical talent from ALL Nordic countries starting at SXSW Music 2017.

"Over the years, the Nordic countries have proven a much anticipated contribution to SXSW with many noteworthy, up-and-coming and established artists attending. We are excited to again host a variety of buzz acts and new discoveries in March 2017. Sweden and Norway have significant representation and I'm eager for Skott, Saint, Lovespeake and Sløtface. Moreover, we predict great performances from artists elsewhere in the Nordic such as ALMA, CHINAH, Uyarakq with still more to come. SXSW is pleased that initiatives to promote the Nordic acts together will continue to increase the industry's attention on this part of the world as a whole for producing a hotbed of fresh and interesting musical exports".

– Stacey Wilhelm, SXSW Senior Manager Music Festival

SXSW is indeed the worlds biggest conference of its kind. To stand out and make real impact on audience and industry representatives requires solid preparation and purpose. The launch of **Nordic Music at SXSW** has the ambition to gain more visibility, garner even more International and American music industry interest and curiosity for the diverse emerging music scene in the northern hemisphere and help provide the artists as many opportunities as possible to get recognized and develop their international careers.

The following Nordic acts are so far confirmed to perform at SXSW 2017:

Anna von Hauswolff (Gothenburg)
Saint (Malmö)
Baskery (Stockholm)
Simian Ghost (Stockholm)
Chain Wallet (Bergen)
ARY (Oslo)
Lovespeake (Oslo)
Dark Times (Oslo)
SLØTFACE (Oslo)
Alma (Helsinki)
Satellite Stories (Oulu)
CHINAH (Copenhagen)
Rain brother (Copenhagen)
Small Time Giants (Greenland/Copenhagen)
Agnes Obel (Copenhagen)
Uyarakq (Nuuk)

*"Being part of any common curated effort should make as much sense for the attendees as it should for the performers and the industry. **Nordic Music at SXSW** clearly has the potential to become one of these efforts that makes both musical, geographical as well as business sense".*

– Holger Carlsson, initiator and producer at Little W Productions, USA.

"We're incredibly excited to be able to present a Greenlandic scope on Nordic music at SXSW. Small Time Giants, Uyarakq and Peand-El all demonstrate, what's unique and powerful about music in Greenland, and what's to come at Nuuk Nordic Culture Festival 2017. Greenland is on the move on the Nordic music scene and we're thrilled to introduce these passionate and powerful artists at SXSW – we can't wait to present more like this at Nuuk Nordic Culture Festival 2017".

– Pipaluk Lind, Director at Nuuk Nordic Culture Festival 2017

Initiators behind Nordic Music at SXSW:

Nordic Co-operation
The Nordic Institute in Greenland
Nuuk Nordic Culture Festival
Little W Productions USA
Ebba Lindqvist PR

Read more:

<https://www.napa.gl/event/sxsw/?lang=en>
<https://www.facebook.com/nordicmusicatsxsw/>

About SXSW:

SXSW Conference & Festivals | March 10-19, 2017 | sxsw.com

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, TX, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film and music industries. The event, an essential destination for global professionals, features conference programming, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2017 will take place March 10-19, 2017.

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