



Berlin brings largest German city delegation to SXSW 2010 – Once again with shared presentations at the "music industry summit " – Music and media conference March 17-21, 2010 in Austin, Texas

Berlin, March 2010. Believe the hype: the music capital lies on the River Spree! With the largest delegation ever from a German city, Berlin will present at "South By Southwest" (SXSW) in Austin, Texas – one of the most important music conferences and festivals in the world. Twenty-one companies from the Berlin music industry have banded together to represent Music City Berlin – nearly twice as many as last year. According to SXSW data, Berlin has the second largest European city delegation after London.

Just as last year, the Berlin Music Commission (BMC) is planning and organizing a joint appearance as a comprehensive network of the Berlin music industry. BMC cluster manager Olaf Kretschmar: "Berlin and Austin are sisters in spirit. As different as these cities may be, both have a similarly unruly and highly creative sound potential at their core. Austin is Berlin with different tools and vice-versa. And in both cities an overdose of extraordinary music is always expected."

The Berlin companies presenting in Austin come from all areas of the music industry: booking agencies, online radio, new Web services for musicians and music fans, as well as download portals, Popkomm, and a variety of record labels.

Berlin will be musically represented at SXSW by a series of international artists: Missinca is an Italian singer who now lives in the city. Dustin O'Halloran originally hails from Los Angeles. Glasgow-born Mark Mulholland is known for his softer tones. Record label Karaoke Kalk is showcasing avant-garde electronic musician Hauschka, alias Volker Bertelmann. As the capital of club culture, Berlin will be represented by DJ Heidi and the supercharged members of Räuberhöhle. The government of Berlin supports the joint presence of Berlin music companies, which is organized by BMC within the framework of the "Developing new markets" program.

SXSW takes place this year for the twenty-fourth time March 17 to 21, 2010. In five days, nearly 1800 bands will perform on over 80 different stages – in addition to thousand of representatives who will gather from the music business, including journalists, producers, record label operators, and musicians. To achieve maximum visibility in Austin, Berlin has joined forces with Germany's other most important music cities, Hamburg and Cologne. Under the moniker *Wunderbar*, there will be a shared festival magazine, including a CD, to promote interest in German music and the music business in Germany. *Wunderbar* is also the name of the shared event in Austin, where master chefs from the legendary Bar 25 in Berlin will delight guests with their delicacies. This and other promotional and networking events at SXSW are sponsored by Initiative Musik.



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