



## 12 AUSTRIAN ARTISTS AT THE REEPERBAHN FESTIVAL 2016

**Crack Ignaz, Schmieds Puls, Avec, James Hersey, Leyya, Mother's Cake, Moonlight Breakfast, Ogris Debris, Vague, Gasmac Gilmore, Hearts Hearts and Inner Tongue will perform in Hamburg to represent Austria at the 11th edition of Germany's largest club festival.**

*From 21-24 September 2016, the Reeperbahn Festival will once bring music fans and industry insiders from around the world to Hamburg. 36 countries will be presenting their most important newcomers and up-and-coming hopefuls. From Austria, a total of 12 acts will perform at the festival. The high quality of the Austrian musicians and the tireless networking and development work of the Austrian music industry are two reasons for the incredible visibility and growing significance of Austrian acts at one of the most important international music conventions. More than 60 delegates of the Austrian music business will be expected to make the trip to Northern Germany as well.*

### **Festival kick-off with Austrian Heartbeats**

Under the banner of **AUSTRIAN HEARTBEATS**, the Austrian delegation - which has grown to be one of the largest delegations - will be kicking off events on Wednesday, Sept 21 at the new club Hækken. **AUSTRIAN MUSIC EXPORT** in cooperation with ByteFM present an evening that includes the dark post-punk of **VAGUE**, the warm electronica of **HEARTS HEARTS**, the soft pop of **INNER TONGUE** and the humorous house of **OGRIS DEBRIS**.

In 2015 the well established presence of the Austrian music scene at the festival was already well apparent. This year a grand total of 12 Austrian artists with 14 shows are on the festival bill among a very diverse European lineup. International trade visitors, agencies and journalists will have a chance to acquire a comprehensive overview of the diversity and quality that Austrian musicians have to offer.

### **Women in front**

A wide variety of approaches to contemporary songwriting will be on display at the festival: The Upper Austrian newcomer **AVEC** writes mystically beautiful and moving pop, while Mira Lu Kovacs decorates her darkly minimalist songs for **SCHMIEDS PULS** with elements from jazz and grunge.

**LEYYA** will be presenting their coolly elegant electronica for the second time at the Reeperbahn Festival, and will be following up their performance with a trip to the MaMA Festival in Paris as well as the prestigious Iceland Airwaves festival in Reykjavik.

### **More acts from Austria**

**CRACK IGNAZ** from Salzburg has already made international waves with his interpretation of hip hop: The so called "King of the Alps" is constantly on tour, already entered the charts with "Geld Leben" this year and is currently working on a second album together with the German rapper LGoony.

Rock fans won't be disappointed either: **MOTHERS CAKE** will be bringing their noisy progressive-rock à la Led Zeppelin complete with psychedelic guitars and angry vocals to the stage, while **GASMAC GILMORE** mashup Gogol Bordello and Pantera, forging Balkan brass, metal guitars, Klezmer melodies and dizzying dance beats into one memorable experience.

Originally from Romania, **MOONLIGHT BREAKFAST** have made Austria their home. They mix soul, electro and swing into an urban style with a retro flair and international success. And then there is **JAMES HERSEY**, the Austro-American Viennese resident and pop-artist whose atmospheric songwriting and cheerful electronic and indie pop delivers an exuberant party mood.

From 21 - 24 September 2016, the **REEPERBAHN FESTIVAL** will present more than 700 events spanning a range of genres in locations around Hamburg's Reeperbahn. Since its debut in 2006, the Reeperbahn Festival has grown to become one of the most important meeting places for the music industry worldwide, and, as Germany's largest club festival, it boasts a broad spectrum of emerging artists. In addition to some 450 concerts by international artists held in a wide variety of venues, the festival programme includes events in the fields of fine art, film, and literature.

The Reeperbahn Festival conference programme is designed for professionals active in the music and creative digital industries and features sessions, showcases, networking events, or awards ceremonies. The festival's partner country in 2016 is the Netherlands.

**AUSTRIAN MUSIC EXPORT** is a joint initiative of the Austrian Music Information Center *mica - music austria* and the Austrian Music Fund (Öst.Musikfonds). Austrian Music Export is supported by AKM/GFÖM, FAMA/WKO, go international - an initiative of WKÖ and BMWFV, the Federal Ministry for Europe, Integration and Foreign Affairs, The Arts and Culture Division of the Federal Chancellery of Austria, by IFPI/LSG and AUME/SKE Fund.

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## AUSTRIAN HEARTBEATS AT REEPERBAHN FESTIVAL 2016

presented by AME and ByteFM

Wednesday, September 21, 20.00 -24.00 Uhr, Hákken

Live: VAGUE, HEARTS HEARTS, INNER TONGUE, OGRIS DEBRIS

**Byte<sup>FM</sup>**

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### Wednesday, 21.09.2016

VAGUE	20:30, Hákken
INNER TONGUE	21:30, Hákken
HEARTS HEARTS	22:30, Hákken
OGRIS DEBRIS	23:30, Hákken
MOTHER`S CAKE	23:20, Sommersalon * <i>presented by: DMV Deutscher Musikverleger-Verband</i>

### Thursday, 22.09.2016

INNER TONGUE 24:00, Indra

### Friday, 23.09.2016

LEYVA	14:00, Angie's Nightclub * <i>Telekom Electronic Beats Matinée</i>
GASMAC GILMORE	15:15, Bahnhof Pauli
MOONLIGHT BREAKFAST	22:00, Hákken

### Saturday, 24.09.2016

VAGUE	13:00 Spielbude * <i>Best Of Showcases</i>
AVEC	19:20, Grosse Freiheit 36
SCHMIEDS PULS	19:50, St. Pauli-Kirche
JAMES HERSEY	20:50, Docks
CRACK IGNAZ	23:50, Moondoo

READ MORE: [www.musicexport.at](http://www.musicexport.at) | [www.reeperbahnfestival.com](http://www.reeperbahnfestival.com)

PRESS DOWNLOADS: [www.musicexport.at/press](http://www.musicexport.at/press)

PRESS CONTACT: Barbara Steiner, [steiner@musicexport.at](mailto:steiner@musicexport.at)

