



AUSTRIAN HEARTBEATS IN FINLAND 2016 **Beats, Rhymes & Helsinki and Music & Media Tampere**

BEATS, RHYMES & HELSINKI – AUSTRIA EDITION 2016 (04.-06.10.2016)

The music production camp Beats, Rhymes & Helsinki brings together the rap scene of Finland and its international counterparts. In April 2016, five German rap artists were invited to Finland to work with Finnish hip hop producers. In October, another edition will focus on the Austrian hip hop scene and feature four Austrian producers and rappers. The workshop is organized in cooperation with Radio FM4, Music Finland and the invited Austrian labels, publishers and management companies. From Austria, the hip hop artists and producers **AVERAGE**, **FID MELLA**, **MAVI PHOENIX** and **ALEX THE FLIPPER** will take part in the music camp. From Finland, **Noah Kin**, **Joonas Laaksoharju**, **Tomorrow**, **View** and **Biniyam** will join the Austrian artists in the Suomenlinnan Studio Helsinki.

MUSIC & MEDIA TAMPERE

Music & Media Finland is the leading conference for music industry professionals connecting Finnish, Nordic, Baltic and Russian music professionals with the global music community. This year, the event will take place October 6–8, 2016 in Tampere, southern Finland. The Austrian delegation will hold a reception to enable networking between the Austrian, Finnish and international participants. A joint presentation by Austrian Music Export and Radio FM4 will present the most important facts about the Austrian music landscape, important market information and an overview about up-and-coming artists. Music & Media Finland brings together over 700 participants from 20 countries all looking for new partners and contacts. Thus, the event has become the most important international gateway for Finnish music businesses and a networking hotspot.

MUSIC & MEDIA INTERNATIONAL SUMMIT

In 2016, Music & Media's international conference program "*International Summit*" returns with two days of content of high quality panels, workshops and networking. International Summit will feature topics such as the Nordic streaming market, sync and brand partnerships. **ALEX THE FLIPPER** will discuss pop music producers' influence on music trends in a panel together with Jukka Immonen (EMI / Capitol Finland), Jonas W. Karlsson (Elements Music), Robin Shaw (Four Music, DE) and Katariina Sorsa (Music Finland).

LOST IN MUSIC FESTIVAL

Lost In Music Festival, an annual part of Music & Media Finland conference, brings out the most intriguing new groups in Finland with genres ranging from indie to pop, rock, hip hop and metal. The festival is a music export platform for Finnish talent as well as for a selection of international acts. From Austria, **MAVI PHOENIX** and **ALEX THE FLIPPER** will join the festival line-up with a showcase on Friday, Oct 7, 2016.

Read more: www.musicexport.at / www.musiikkimedia.fi / www.lostinmusic.fi
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Supported by: Austrian Embassy Helsinki



AUSTRIAN HEARTBEATS IN FINLAND - SCHEDULE

:: Beats, Rhymes & Helsinki - Austria Edition, 04.-06.10.2016, Helsinki

- Average, Fid Mella, Mavi Phoenix and Alex the Flipper; Studio: Suomenlinnan Studio Helsinki

:: Music & Media Finland, 06.-08.10.2016, Tampere

- Panel: Future Sounds - Producers' Talk with: Alex The Flipper, Friday, 07.10., Time: 13.15-14.00, Solo Sokos Hotel Tornio Tampere, Raide 5
- Austrian Presentation & Reception with: Franz Hergovich (AME), Stefan Trischler (Radio FM4), Friday, 07.10., Time: 17.30-18.30, Solo Sokos Hotel Tornio Tampere, Paja Kongressi / Jumbo (2nd floor)

:: Showcase Festival Lost In Music, 06.-08.10.2016, Tampere

- Showcase Mavi Phoenix & Alex The Flipper, Friday, 07.10., Time: 19.00-19.30, Bar Passion

AUSTRIAN MUSIC EXPORT

AME 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 WKO and BMWFW, 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.

AUSTRIAN ARTISTS - BEATS, RHYMES & HELSINKI

FID MELLA

Ever since Fid Mella officially released a beat on a mixtape by Boston rap legend Edo G & Special Teamz in 2006, he is constantly releasing critically acclaimed material and his production credits appear all over the musical landscape in Europe. Deeply rooted in the Italian Hip Hop scene, he worked with artists like Ghemon, Kaos, E-Green and Mecna. At the same time the Vienna based producer began to gain notoriety in Austria and Germany working for Olexesh, Audio 88 & Yassin and Kamp.

Despite his long list of collaborations within the European Rap scene, Mella is even better known for his instrumental music. He is a member of the legendary Hi Hat Club and, alongside the likes of the Betty Ford Boys, amongst a handful of producers that shaped and influenced modern beatmaking in Europe. His latest piece of work simply titled "Ä" was released in 2016. Alongside longtime collaborator and friend Mainloop he is co-founder of the record label Hector Macello. Link: <https://www.facebook.com/FidMella/>, <https://soundcloud.com/fidmella>

AVERAGE

Average (aka Av) is a rapper/musician born and raised in Linz (Austria) and currently living in Vienna. Mainly influenced by German and French rap artists, Average is known for critical lyrics as well as for a unique style in rapping and singing. With more than 250 shows in the past 10 years including two big tours through Austria and Germany, Average has also proven his passion for performing in countries like Switzerland, France and Luxemburg. After 3 EPs, 3 Mixtapes and collaborations with artists like Texta, Blumentopf, Soprano and Kalif Hardcore, Average's solo debut album is expected for spring 2017. Link: <https://www.facebook.com/averagelinz/>

MAVI PHOENIX

Mavi Phoenix, Austrian pop/hip hop artist, loves the position she currently finds herself in and is making music the way she wants to make it, not the way the industry demands. The young artist with Syrian roots started to produce music at the age of 11 when her father gave her an old Macbook. She then learnt to play the guitar and has been producing and writing music ever since. German lyrics were never an option for the girl who grew up on Bowie and Queens Of The Stone Age and went to an English school. Urban rap in particular has had a major influence on her truly distinct style and sound which is a testament to the exuberance of youth and her "don't give a fuck" attitude. Link: <http://www.maviphoenix.com>, <https://www.facebook.com/maviphoenix/>

ALEX THE FLIPPER

After establishing himself as an exciting new sound in the scene the young talent has unveiled only a view of his ecstatic songs. Once you hear the Austrian producer's music you'll see why it's just as memorable as his name. Inspired by the earlier years of electronic music, namely nineties trip-hop and French house, Alex began to develop a signature sound rich with textures of different synthesizers and high-pitched sampled vocal hooks. We first heard this sound back in 2014 with the release of "Patty" which racked up over two million plays on Spotify. His next two singles „Sands“ and „Was it you“ feat. Israeli singer, rapper and producer ADI, got attention from the international blog scene (reviews on Earmilk, Acid Stag, Indie Shuffle, Indie Current and counting). Meanwhile he played shows from Vienna to Paris and released „Wonder“, his fourth single.

Link: <https://www.facebook.com/alextheflipper>, <https://soundcloud.com/alextheflipper>

FINNISH ARTISTS - BEATS, RHYMES & HELSINKI

JOONAS LAAKSOHARJU

Joonas Laaksoharju (born 1993) is a multitalent in music, ranging from singing to producing to directing music videos. Joonas is both the singer and the producer of Finnish duo Artem x Yonas, plus he is the producer of View (one of the hottest new hip hop talents from Finland) and rapper Biniyam (who has received airplay on BBC1). Joonas' producing style is minimalistic and a bit to the dark side, combining pop elements to urban and massive sounds. He is creative, ambitious and positive. When working, he always remains calm and has been playfully called "zen-master". He finds working in a team or co-write session very fruitful, since he believes that best ideas are a result of teamwork. Link: <https://www.facebook.com/artemxyonas/>

TOMORROW

Tomorrow is a new production team consisting of three producers: Kalifornia-Keke, Pike & Hermes. On their own they have produced for an array of artists in Finland and also abroad, but as a team they are currently pushing their sound further and for a wider audience. The sound is rooted in hiphop production but has influences from r'n'b, electronica & much more. They've worked on chart toppers, radio hits, influential albums & tons of modern hiphop music. Kalifornia-Keke has produced one of the most celebrated and award winning new hiphop artist in Finland: the artsy and gritty Paperi T. Pike has been making waves with more polished r'n'b and vocal stuff with Timi Lexikon. Hermes on the other hand has been making connections to the States, producing futuristic bangers for up & comers Vinny Chase, Kid Art & James Francis.

NOAH KIN

Noah Kin has been referred as "the hottest rapper in Helsinki right now" by multiple music medias, regardless of his young age he has already performed around Europe, released three albums, opened for big names such as Wiz Khalifa, Kendrick Lamar and Earl Sweatshirt and been featured by Entertainment Weekly, Noisy, JUICE Mag, etc. His biggest track is "822"; the music video for the single was also a Vimeo Staff Pick. Link: <https://www.facebook.com/noahkinmusic>

BINIYAM

Biniyam is a 19-year-old German/Ethiopian rapper from Helsinki. The odd mix of heritage has an impact to his somewhat eccentric style in music and performance. He recently won the award for "Best Newcomer" on Finland's Funky Awards, and all of his singles have been on radio powerplay on Finnish radio channels since the release of his debut project on Cocoa Music called "Biniyam EP". Regardless of his young age Biniyam has already shared stages with the likes of Oddisee and Phonte. Link: <https://www.facebook.com/thebiniyam>

VIEW

View is a 24-year-old Finnish rapper from Helsinki, Finland. His hypnotic and mystical sound in addition to his charismatic voice has been noticed by the media in Finland and abroad. He released his first single Avalon in January and his EP released in October carries the same name. View is currently working on his full-length debut album which is due to be released in 2017 via Cargo Records Germany. The first single from the album, Coldest Season, was released on February 26th, 2016. View is known for combining icy beats with honest lyrics that focus on introspection. View's singles have over 715 000 streams on Spotify and the videos have been watched over 250 000 times. View has been named the hottest up and coming rap artist in Finland, he was selected as no. 2 in Future Dozen 2016 vote. Link: <https://www.facebook.com/viewhki>, https://soundcloud.com/view_official
