



## SUCCESS FOR AUSTRIA AT EUROSONIC NOORDERSLAG FESTIVAL 2014

Austrian Music Export, 20.01.2013, Vienna

*Eurosonic Noorderslag 2014 is history - from Wednesday the 15th to Saturday the 18th of January 337 acts presented themselves to an audience of 3,275 music professionals, among others the top of the international music sector. At the 28th edition of the biggest European showcase festival Austria took center stage.*

Themed “**Austrian Heartbeats**” this year’s edition of Eurosonic Noorderslag Festival introduced an extensive Austrian line-up to international music professionals, the media and the local audience. 18 bands and more than 50 Austrian delegates set off to Groningen to celebrate this Focus On Austria. The well received Austrian gigs showcased the diversity and quality of the current Austrian music scene and produced very positive feedback from the audience and industry professionals alike.

*“The Focus On Austria was a great success and fantastic experience for us. Both the showcases and networking events were well attended and created quite a buzz among the festival visitors. This positive outcome will be sure to echo with sustainable results”,* conclude Tatjana Domany and Franz Hergovich (Austrian Music Export).

*“The Focus On Austria showed that this small European country has to offer a big number of excellent and unique artists to the world. Eurosonic Noorderslag got much positive feedback on the focus from both music professionals, press and audience”,* states Peter Smidt, Creative Director Eurosonic Noorderslag.

### GUGABRIEL WINS EUROPEAN BORDER BREAKER AWARD

On Wednesday, January 15<sup>th</sup>, the Austrian singer **GuGabriel** was awarded a European Border Breakers Award (EBBA). The EBBA Awards show, hosted by BBC host Jools Holland, was streamed live on YouTube and televised by public broadcasters throughout Europe.

The EBBA Awards are handed out by the European Commission to ten European artists who have proven to be successful in crossing borders with their first international release in Europe. The 2014 EBBA Award winners are: Ásgeir, Disclosure, Nico & Vinz, GuGabriel, Icona Pop, Jacco Gardner, Kodakline, Lukas Graham, Woodkid and Zedd. Previous Austrian winners include Elektro Guzzi, Soap & Skin and Saint Lu.

### AUSTRIAN EVENTS AT EUROSONIC 2014

More than 350 international guests visited the official **Austrian Reception** on the 16th of January. The networking event in the spectacular City Theater of Groningen, the Stadsschouwburg, also featured a performance by the Vegetable Orchestra and DJ and producer legend Richard Dorfmeister. Equally well received was the **Austrian Networking Brunch** that introduced 150 delegates to key players of the Austrian music industry.

Among the 150 panels, keynotes and workshops of the Eurosonic Noorderslag conference Austria was also featured prominently. The panel discussion “**From K&D to Dorian Concept - 20 years of advanced electronic music in Vienna**” evolved into a lively discussion about the past and present Viennese music scene (Speakers: Richard Dorfmeister, Cid Rim, Jamal Hachem (Affine Records, AT), Florian Obkircher (Journalist, AT/UK), Stefan Trischler (Radio FM4, AT).

“**Fuck The Atlantic Ocean**”, a documentary about the South American trip of the Viennese musician Sweet Sweet Moon celebrated its world premiere in Groningen. An accompanying panel discussion explored how music and film can affect and inspire each other (Speakers: Matthias Leih (They Shoot Music Dont They, AT), Hannes Tschürtz (Poolinale – Music Film Festival Vienna,

AT), Aron Van Der Ploeg (The Missing Sync, NL), Ayke Süthoff (Vice, DE) and Susi Ondrusova (Radio FM4, AT).

## **MEDIA**

Eurosonic Noorderslag was covered by more than 300 journalists. Several broadcasters, such as Radio Serbia (RS), RTE (IE), WDR (DE), ORF (AT), NPO (NL), BNR (NL), produced radio and television content at the conference and festivals.

The Focus On Austria is also complemented by “**Austrian Heartbeats**”, a travel guide to the current Austrian music scene. This small book - containing tons of useful information, interviews and essays - will be published by the Verlag für Moderne Kunst early February. In addition the Austrian video blog collective They Shoot Music Don't They presents several of the Austrian artists with intimate video portraits in the series “**At Home Sessions**”.

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## **AUSTRIAN ARTISTS AT EUROSONIC NOORDERSLAG 2014**

Attwenger, Cid Rim, Fuckhead, Ghost Capsules, Gudrun von Laxenburg, GuGabriel, Hella Comet, Ja, Panik, Klangkarussell, Koenigleopold, Manu Delago Handmade, Russkaja, Sex Jams, Sweet Sweet Moon, T-Shit, Tirana, The Vegetable Orchestra, Trains Of Thoughts

## **AUSTRIAN COMPANIES AT EUROSONIC NOORDERSLAG 2014**

Advantage Austria, Affine Records, Brian Patton GMBH, Elevate Festival, Falter, Fettkakao, FM5, Ink Music, Las Vegas Records, mica - music austria, Miooow, Noise Appeal Records, Nova Music Entertainment, ORF (TV, Ö1, FM4, ORF Online), Öst. Musikfonds, Rhythm and clues 77, Siluh Records, Skalar Entertainment, SKE, SLAM Media GmbH, Szene Openair Lustenau, The Gap / Monopol Medien, They Shoot Music, VICE CEE, Walzerkönig, Waves Vienna

## **OFFICIAL FIGURES EUROSONIC NOORDERSLAG 2014**

Total visitors ESNS (sold out): 38,500  
Conference visitors (sold out): 3,275  
Nationalities: 39  
Acts: 337  
Number of stages at Eurosonic: 36  
Number of stages at Noorderslag: 11  
Media & journalisten: 307  
EBU radio stations: 30  
ETEP festivals: 89  
International festivals: 419

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## **MORE INFORMATION**

Austrian Music Export / Austrian Heartbeats at Eurosonic 2014: [www.musicexport.at](http://www.musicexport.at)  
Press downloads, press pictures: [www.musicexport.at/press](http://www.musicexport.at/press)  
Press pictures ESNS: <http://festival.eurosonic-noorderslag.nl/nl/foto/fotos/>  
They Shoot Music - At Home Sessions (Video Portraits): <http://bit.ly/1hreEYP>  
Eurosonic Noorderslag Festival: [www.eurosonic-noorderslag.nl](http://www.eurosonic-noorderslag.nl)  
European Border Breaker Awards (EBBA): [www.europeanborderbreakersawards.eu](http://www.europeanborderbreakersawards.eu)

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## **EUROSONIC 2014: FOCUS ON AUSTRIA IS SUPPORTED BY**

