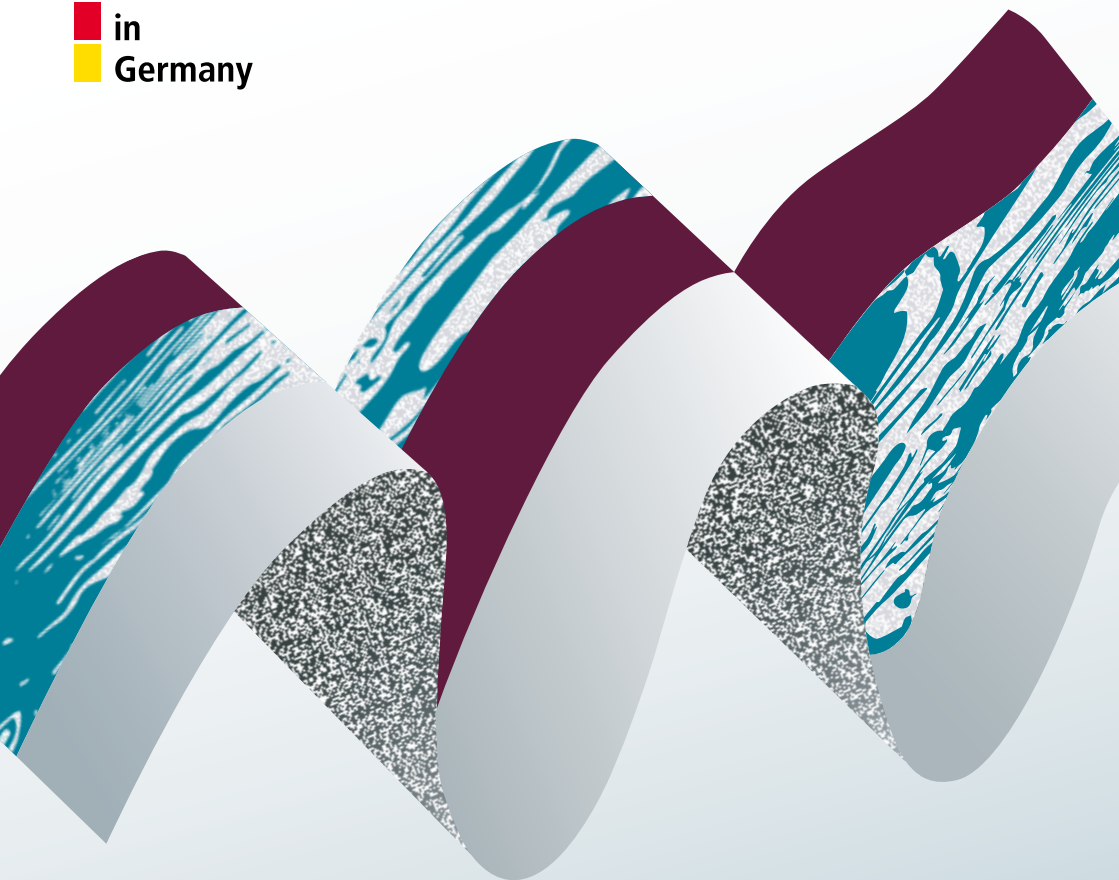


made
in
Germany



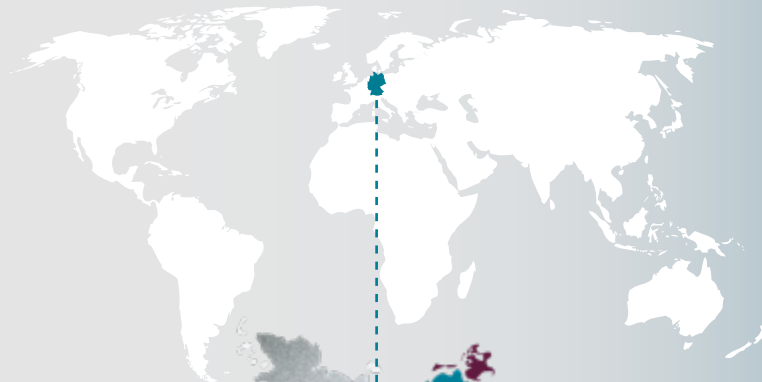
WUNDERBAR

GUIDE

GERMANY AT SXSW 2019

MARCH 8-17
AUSTIN, TEXAS

WORLD



GERMANY



EUROPE



FIND OUT EVERYTHING ABOUT THE GERMAN DELEGATES, BANDS AND EVENTS

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GREETING FROM PETER ALTMAIER

GERMAN FEDERAL MINISTER FOR ECONOMIC AFFAIRS AND ENERGY



The Federal Government wishes to further increase the export of cultural and creative products and services within the framework of the Cultural and Creative Industries Initiative and to promote the potential of these German industries abroad. Our joint German presence under the WUNDERBAR brand in the GERMAN HAUS and in the GERMAN PAVILION at the SXSW Trade Show has completely grown up to this challenge.

SXSW's unique interdisciplinary approach – the fusion of the Interactive Conference and the Music and Film festivals – makes the event particularly attractive for entrepreneurs in the German delegation, who will be prominently represented at SXSW 2019. They will be able to directly experience the great innovative potential of young digital creatives and utilize them for their business activities.

I would therefore like to cordially invite you to attend the performances of German newcomer bands at the GERMAN HAUS, meet exciting startups at our trade show booth, and find out about the potential of the German creative and digital scene. Be invited to our WUNDERBAR Lunch to make new contacts and get inspirations for new projects.

I hope you have an amazing journey of discovery with music and innovations "Made in Germany."

New technologies and creative contents are increasingly fusing to become creative artistic entertainment offerings and interactive innovations that we experience and discuss every year at South by Southwest. This is the tenth year in a row that Germany is presenting at the SXSW conference in Austin, Texas.

The joint appearance by young German musicians and digital creatives at SXSW – the most important international festival for music, creativity and innovation – draws attention to Germany as a country of excellent musical newcomers and talented creative and digital startups with innovative solutions for important future topics such as artificial intelligence, mobility and health.



PROF. DIETER GORNY

CHAIRMAN OF THE INITIATIVE MUSIK ADVISORY BOARD



© Stefan Wieland for Initiative Musik

Welcome to WUNDERBAR, where phenomenal live music, digital know-how, creativity and scientific expertise come together to inspire, spark passion and form new interdisciplinary business relationships. Over the past ten years, the joint German appearance – with 1,300 professionals from Germany last year – has grown to be the second largest international delegation at SXSW. In 2019, the central hub for our cross-sector activities will, once again, be the German Pavilion, the joint German trade show booth at the SXSW Trade Show and the GERMAN HAUS with ten thousand guests from around the world visiting every year.

The German HAUS, just a five-minute walk away from the Austin Convention Center, is offering a very exciting look at the future of German startups and creative, interactive and corporate themes at its new location in the heart of Austin. The wide variety of topics addressed will include areas such as Mobility, New Industries, Immersive Media, Creative Technologies and the Ethics of Technology and we will discuss innovative approaches, specific tools, trends and tricks of the trade with invaluable catalyst. There will be a plethora of carefully curated interdisciplinary presentations, pitches, keynotes and roundtables with renowned visionaries, politicians and experts.

This year, we are thrilled to showcase live performances by more than twenty remarkably talented emerging artists. Delegates are invited to meet for a casual barbecue at Seven Grand on the WUNDERBAR Music Day which will feature the kaleidoscopic variety of the German

music scene. One highlight at this event will be a performance by the female indie rock duo Gurr, who won the prestigious IMPALA award for "2018 European Album of the Year". Another shining star in the official music program is songwriter Alice Phoebe Lou, whose song "She" was shortlisted for an Academy Award for Best Original Song last year. And not to forget Munich's Jazzrausch Bigband – the peerless ensemble offers a musical fusion where the creativity and sonic variety of a jazz big band meet the impactful clarity of electronic club music. Come and enjoy surprising aural delights that will get you grooving! Come experience the amazing diversity of the German music scene.

I wish you a very inspiring and successful SXSW 2019!



GERMANY

AT SXSW 2019

SUPPORTED BY



on the basis of a decision
by the German Bundestag

IN COOPERATION WITH



ORGANIZED BY



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GOLD PARTNER



Baden-Württemberg International

SILVER PARTNERS



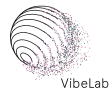
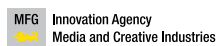
SPECIAL PARTNER



DIGITAL & MEDIA PARTNERS



FURTHER PARTNERS



GERMAN PAVILION

The German Pavilion is organized and operated by Koelnmesse on behalf of the German Federal Ministry for Economic Affairs and Energy, in close cooperation with the Association of the German Trade Fair Industry (AUMA) and the Cultural and Creative Industries Initiative of the Federal Government, and Initiative Musik.

SXSW is not your average trade show. With over 250 exhibitors – from visionary start-ups to established industry leaders – the trade show offers endless discovery opportunities. It will also be home to the German Pavilion from March 10 to 13, 2019. Organized by Koelnmesse, the joint German presentation will – once again – give a wide range of com-

panies the opportunity to exhibit their current projects and to meet up with potential business partners. Furthermore, a carefully curated program of daily presentations by artists, creatives, and entrepreneurs will be offered at the German Pavilion.

www.german-haus.com/pavilion

SXSW TRADE SHOW

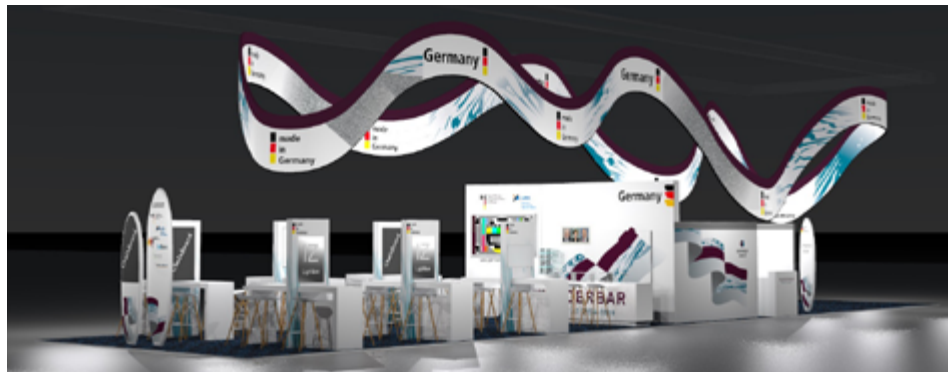
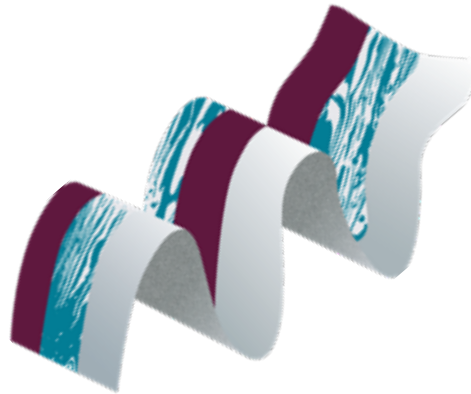
@ AUSTIN CONVENTION CENTER

EXHIBIT HALL 4 | VIA 4TH STREET OR TRINITY ENTRANCE | BOOTH 211

DATES & HOURS

SUNDAY, MARCH 10 – TUESDAY, MARCH 12
11AM – 6PM
WEDNESDAY, MARCH 13
11AM – 2PM

GERMAN PAVILION PROGRAM
SUNDAY, MARCH 10 – TUESDAY, MARCH 12
11.30AM – 12.30PM & 1.30PM – 3.30PM



MESSESTAND-DESIGN © 2019 FRANK EICHENBERG

GERMAN HAUS GET TOGETHER



The German Haus is the main venue of the joint German presentation at SXSW and will host a myriad of carefully curated networking events, start-up formats, presentations, roundtables, as well as interdisciplinary performances and concerts from Saturday, March 9 until Thursday, March 14, 2019.

The new German Haus location in the heart of downtown Austin offers even more opportunities for professional exchange, international networking and the exploration of new creative collaborations. Topics addressed range across a multitude of different industries with a specif-

ic focus on new and emerging technologies, innovative approaches and potentially disruptive business models. In addition to open and curated formats, the German Haus will also feature a number of invitation-only work and think tanks, and expert level roundtables.

The German Haus is open to all SXSW delegates though capacity restrictions may apply. Make sure to check out the full program and opportunities to actively engage in closed formats and networking events on

www.german-haus.com/program

GERMAN HAUS

@ GRAEBER HOUSE | 410 EAST 6TH STREET

SMART CITIES & MOBILITY

Saturday, March 9

FUTURE OF WORK & ARTIFICIAL INTELLIGENCE

Sunday, March 10

NEW TECHNOLOGIES, NEW INDUSTRIES & NEW MEDIA

Monday, March 11

CREATIVE TECHNOLOGIES & IMMERSIVE MEDIA

Tuesday, March 12 & Thursday, March 14

WUNDERBAR MUSIC DAY

Wednesday, March 13 @ Graeber House
NIGHT TIME ECONOMY & MUSIC CITIES 2:30pm–6pm

WUNDERBAR MUSIC DAY

Wednesday, March 13 @ Seven Grand
405 East 7th Street

WUNDERBAR BBQ & LIVE MUSIC PERFORMANCES BY GERMAN ARTISTS 1pm–6pm

SXSW SHOWCASE

CURATED BY INITIATIVE MUSIK 8pm–2am

MIDNIGHT AV SPECIALS / INTERDISCIPLINARY

SCREENINGS & IMMERSIVE EXPERIENCES

Sunday, March 10 – Thursday, March 14
@ Graeber House 11pm–2am



GERMAN HAUS 2018 © Dan Taylor

German Haus is Open to all Delegates *
SAT, MARCH 9 – WED, MARCH 13, 2PM–2AM
THURSDAY, MARCH 14, NOON–2AM

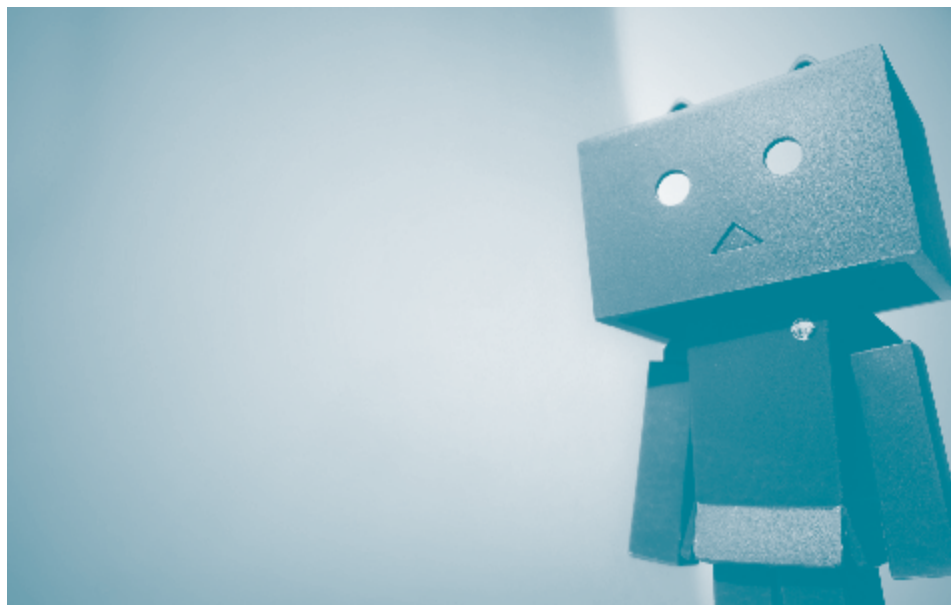
Work & Think Tanks
register to attend (limited capacity)
SAT, MARCH 9 – TUE, MARCH 12, 9AM–1PM

* capacity restrictions may apply

German Haus is organized by Initiative Musik and supported the German Federal Government's Culture and Creative Industries Initiative, several German federal states and cities, digital and innovation partners.

STATE OF MIND – START-UP GERMANY

Authors: KERSTIN BOCK (Co-Founder & CEO, Openers) & SABINE PETZSCH (Content Manager, Openers)



source: pexels.com

It's been a good year for European start-ups – the venture capital firm Atomico's State of European Tech report revealed that European tech is now growing five times faster than the rest of Europe's economy and that total investment into tech has hit \$23bn. Which piece of the pie does the German ecosystem occupy? The news continues to be good, with just over \$4bn being invested in German tech and 15 IPOs in the past year.

This leads to an increasing amount of people being employed in the tech sector: for example, 2018 saw a 4% year on year growth in the tech workforce. But the start-up scene is more than just cool cafés in Kreuzberg and playing beer pong in Berlin: Germany has a great advantage in having more professional developers (851.000) than anywhere else in Europe and pushing for increasing digitalisation in almost all sectors. And these talents aren't just flocking to the capital but choosing to settle in different cities across the country, creating a network of talent and knowledge exchanges. Additionally, Brexit looms large over the tech trends of 2019: Germany benefits from the uncertainty in the UK, as many talents are now heading to the continent and choosing cities in Germany to migrate to.

In 2019, the birthplace of the automobile is further making moves and increasingly investing into mobility: Even archrivals BMW and Daimler are putting aside their differences to beat the onslaught from ridesharing services such as Uber and collaborating on becoming a single source for sustainable urban mobility services. At the German Haus, we will invite experts from all aspects of mobility to debate the roads that future mobility is taking. This includes the role of autonomy and tech in the creation of new vehicles, developments in electric vehicles and alternative powertrains, the battle between rural and urban options, and the role of cities and communes in championing safer, cleaner and more affordable solutions.

The conversation of mobility extends to old industries such as travel and insurance being upended by young upstarts, as well as new industries (think anything from medical marijuana over digital therapeutics to industry 4.0, sector coupling or cobots) making their mark and convincing investors in 2019.

In the dialog on how Germany and the tech sector are structuring their future plans, one facet has become central to the discussion: ethics. With the General Data Protection Regulation (GDPR) having been implemented and companies scrambling to stay on the right side of the law, questions have arisen about

how individual consumers are protected, and how access to data leaves many vulnerable. The news is full of data breaches such as Collection #1, a breach detected by security researcher Troy Hunt earlier this year.

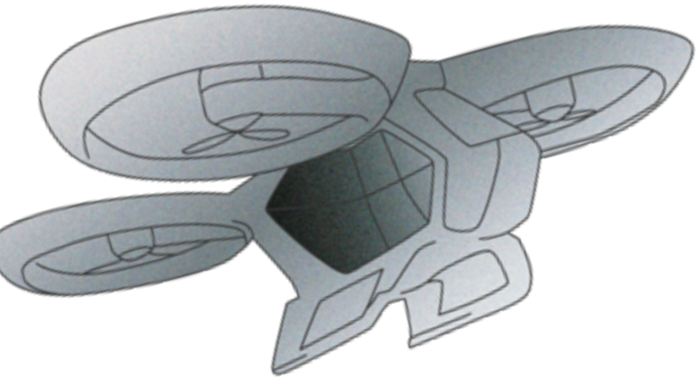
Going beyond the access to individual passwords and usernames, the tech scene also has to ask bigger questions and actually provide workable solutions when it comes to the ethics of its creations: What are the risks of autonomous vehicles? How do we protect the "human element" when all around us digitalisation is leading to accelerated development? And how do we keep providing jobs that have dignity when we are looking at a future when many jobs, blue-collar and white-collar will go to robots and AI?

At SXSW 2019, the German Haus aims to tackle these questions and gather a variety of opinions and solutions from experts in different sectors. It is a space that enables visibility, networking, and learning, whilst also facilitating new connections and opportunities for growth.

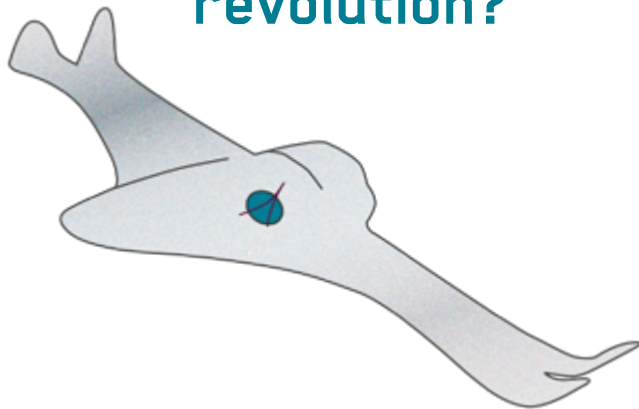


NEW MOBILITY

Author: LUKAS KÄSTNER, Head of Marketing, Hamburg Aviation & ZAL Center of Applied Aeronautical Research



With smartphones moving into everyone's lives and pockets, the past decade was all about the mobile revolution. Will the next 10 years give us the mobility revolution?

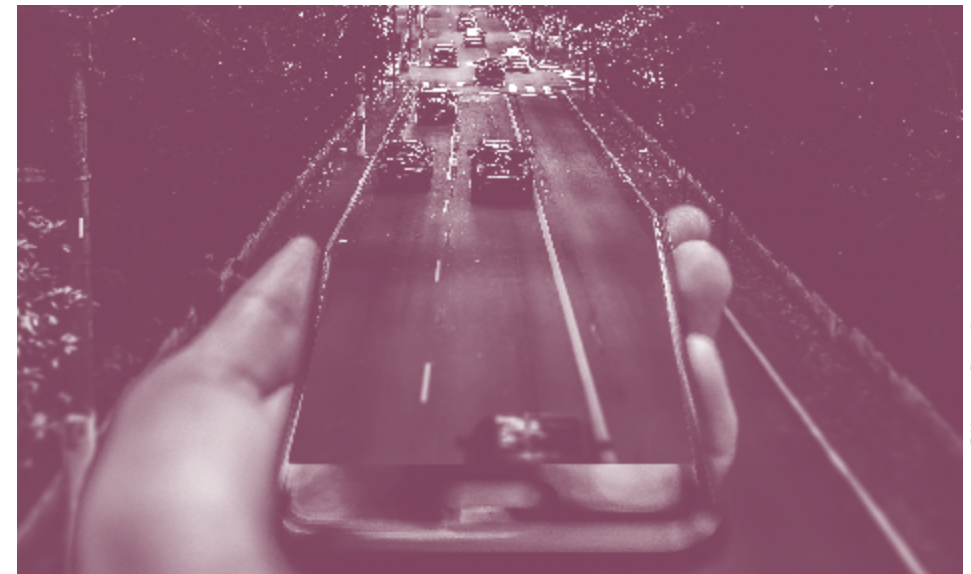


The most visible revolution will take place in the sky: Urban Air Mobility is gaining huge traction these days with aerospace giants, tech corporates and start-ups spreading their wings in this new segment. Germany is one of the front runners in the UAM industry with globally renowned start-ups Volocopter and Lilium, as well as the CityAirbus, positioned in the evolving urban air taxi market. Unmanned drones from German companies such as Wingcopter could also bypass traffic jams in the future, providing urgent deliveries like medication and lab samples via the sky. How to securely add a new layer of air traffic to a densely-populated area like Germany is the focus of several research projects, like Windrove in Hamburg - and will also be prominently discussed in this year's SXSW Conference program.

Among many other things, Germany is famous for its cars but the question is for how long will there still be a traditional automotive industry? Mirroring changing lifestyles, "car country" has already started to blend into a more complex mobility industry. One is the advent of the sharing economy to automotive: Car2Go, DriveNow, and most recently urban minibus project such as Moia and Via-

Van are prime examples, all featuring prominent launch partners from the German car industry. New technologies are another major driver to innovation, whether it is the transition from fossil fuels to electric or fuel cell powered cars, or autonomous driving - which will probably hit the streets earlier than we think, though rather in the shape of long-distance trucking instead of private cars. Urban life and how we get around are changing as well: Some are new, like e-scooters, some well-known, like bicycles: In modern urban planning, bike lanes and bike sharing systems are becoming an ever-more important aspect.

Lastly, the next mobility revolution will not be about a certain technology but about interconnectivity. One long-term goal should be to make no European journey longer than 4 hours door-to-door. This implies the smart linkage of transportation methods from bikes all the way to planes, and the use of artificial intelligence to calculate the fastest combination of options in real time. Not only German companies like Moovel are already doing this today: If you're wondering when AI in mobility will become a part of your own life, just grab your phone and do a route calculation in Google Maps.



source: pixels.com © Matheus Bertelli

THE FUTURE OF WORK

Author: LARS GAEDE, journalist (Wired, Süddeutsche Zeitung, Die Zeit, and other), co-founder Work Awesome (www.workawesome.org), Berlin- and New York-based agency that creates content and conferences on the future of work and helps future-proof organizations

The future of work does not exist. In truth, there are many different possible futures. Among them are desirable visions: Will smart machines free us from annoying and inhumane routine work in the future? Will we learn new skills and invent new jobs? And will we distribute the gains achieved through automation wisely, so that all members of society – not just a few – can benefit from it?

will we distribute the gains achieved through automation wisely, so that all members of society – not just a few – can benefit from it?

It is possible!



source: pexels.com

But it can also turn out quite differently. The dystopian view on the future of work shaped by technologically induced unemployment, in which prosperity is spread among even fewer people – with all the drastic social and political consequences implied – is just as vividly imaginable. And in between there is a multitude of other possible futures in which we could steer over the course of the next years and decades.

The most important thing is that the future in which we find ourselves will be the result of numerous complex political, social and economic decisions. This means that as citizens, as voters, as customers, as employees and managers in companies, we have the opportunity to have a say in the course of things.

But to do that, we need to address the issues at hand now. This requires a deeper understanding of new technologies and their possible consequences, honest discourses on the question of how we want to live and work in the future and spaces, both digital and physical, to enable the exchange of ideas and an open discourse.

The Future of Work track at the German Haus will offer exactly such space for collaborative thinking: Together with exciting experts and thought leaders, we will illuminate future scenarios of work through a variety of interactive formats and networking opportunities and show that our collective future is, in fact, shapeable.

HUMAN-CENTERED TECHNOLOGY

Author: PROF. DR. MARTINA MARA, Head of the LIT Robopsychology Lab at Johannes Kepler University Linz, Member of the Austrian Council on Robotics and Artificial Intelligence (ACRAI)



“The future we want,
needs to be invented;
otherwise we will get one,
we don't want.”

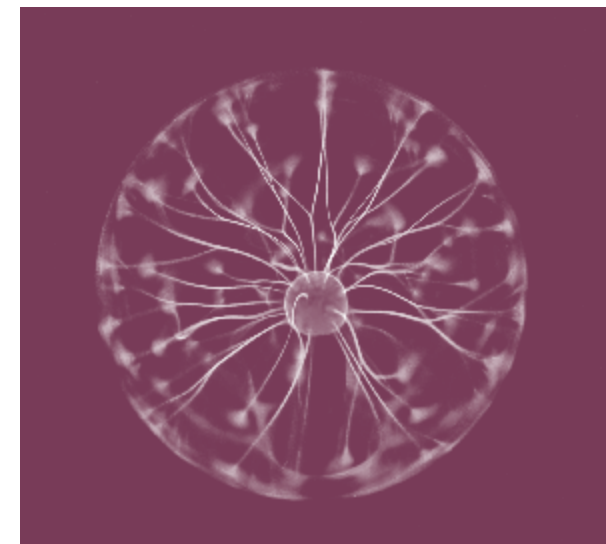
Joseph Beuys

Technologies such as robotics and artificial intelligence have come a long way. They have the potential to solve major challenges in various areas of application and they entail many opportunities for humanity: From improving detection and treatment of diseases to enabling greater autonomy for the elderly, from optimizing energy consumption to granting us more time and space for creativity. However, these opportunities come with complex challenges that need to be identified and addressed. Robotics and AI will not only lead to new demands in the working world, but are also raising societal, ethical and psychological issues that have to be solved by policy makers all around the globe.

Therefore, now is the time to start the discussion about the framework conditions of a world we want to live in in the future. We need to shape a human-centered tomorrow, in which artificial intelligence and natural intelligence are not played off against one another, but are rather seen as complementary; a tomorrow in which fundamental rights, human needs and values such as fairness, inclusion, transparency and non-discrimination are promoted by design.

Trans-disciplinarity is a key factor in this discussion. Experts from diverse backgrounds and stakeholders from various areas of society – including the cultural and creative sectors that are so impressively represented at SXSW – have to be brought together to create forward-looking guidelines for the development of responsible technology. This year at the German Haus, we will deal in depth with the ethical and social challenges of robotics and AI. We will review current international policy-making initiatives and ask what it takes to implement a more proactive and participatory approach to the development of technology that considers ethical and social issues already in the very early stages of innovation.

The German performance artist Joseph Beuys once said “The future we want, needs to be invented; otherwise we will get one, we don't want”.

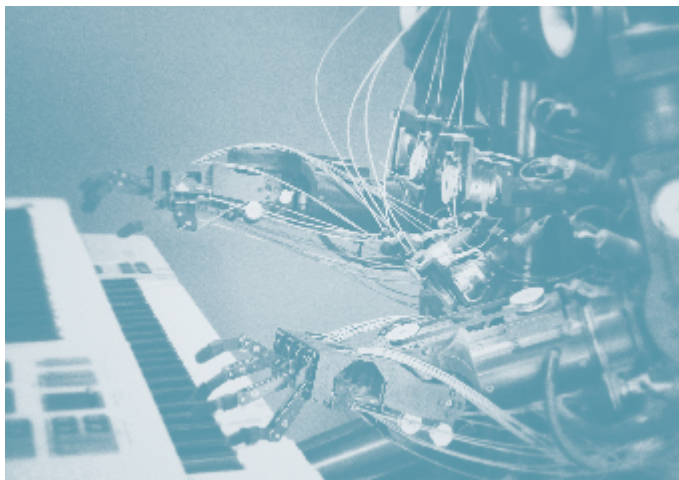


source: pexels.com

CREATIVE TECHNOLOGY

EMERGING TECHNOLOGIES AS A MEDIUM FOR ARTISTIC EXPRESSION AND CREATIVE ENTREPRENEURS

Author: MATTHIAS STROBEL, co-founder and President of the Federal Association for Music Technology in Germany (MusicTech Germany) and co-founder of WickedWork, a creative tech catalyst based in Berlin.



source: unsplash.com

Creative Technologies play a key role in bridging the (traditional) creative industries and the digital sector and have enabled a multitude of vertical industries to execute smart, strategic, and successful visions for new markets. As an emerging branch of the creative industries, creative technology has grown exponentially fast and has proven to be at the forefront of innovation, fostering new business models and enabling a new type of creative entrepreneurial spirit.

Creative tech innovators have a unique understanding of how to execute opportunities that come with access to new and emerging technologies: Start-ups create fascinating products. Brands are enabled to engage and re-engage their customers and clients in truly unique ways. Content creators and artists build interactive and immersive experiences for audiences and encourage new and meaningful approaches to media, art, music,

fashion, or film through mediums and technologies like artificial intelligence, digital art, mixed realities, 3D-printed architecture, LED fabric, algorithmic visuals, coded music or music created with custom electronics.

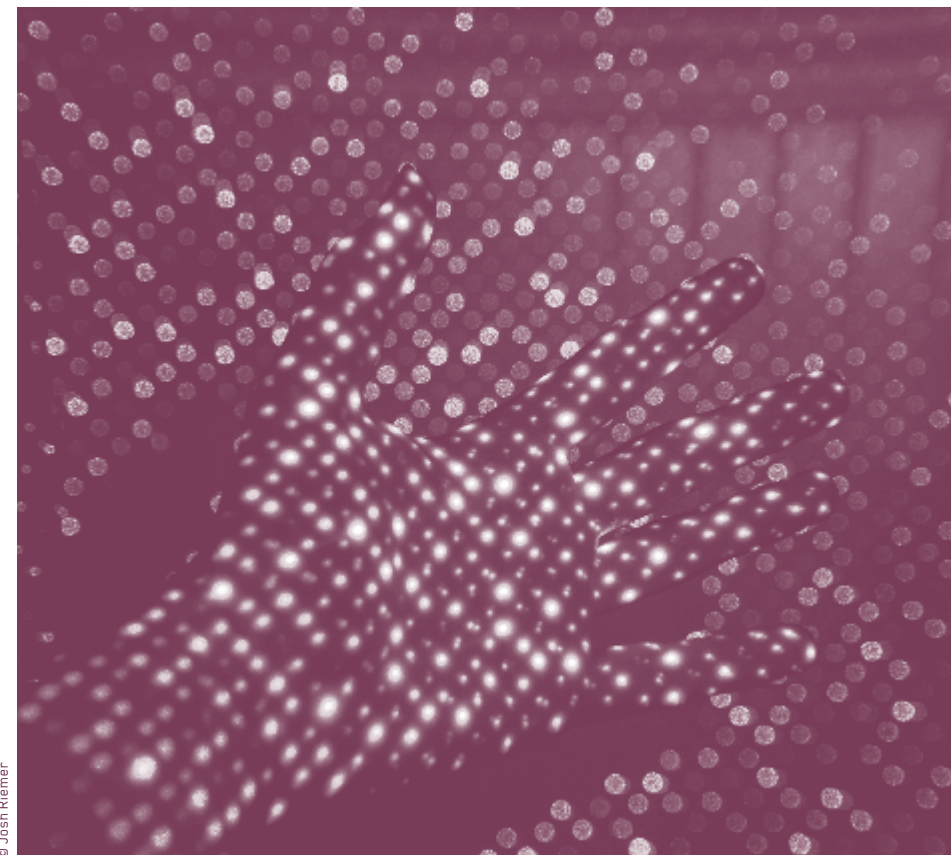
During a two-day focus on Creative Technology at the German Haus, we will present a thoughtfully curated program showcasing emerging technologies as they are applied to creative entrepreneurial pursuits and artistic explorations.

MusicTech Germany and the creative tech catalyst WickedWork invite you to dive into the endless possibilities of creative technology, find inspiration and explore the outstanding works from visionary innovators and artists from Germany at the German Haus on 410 East 6th Street on Tuesday, March 12 and Thursday, March 14, 2019.

FOCUS DAYS AT THE GERMAN HAUS
TUESDAY, MARCH 12 AND THURSDAY, MARCH 14, 2019

CURATED BY MUSICTECH GERMANY & WICKEDWORK

KINDLY SUPPORTED BY FUNDS FROM
THE CULTURAL AND CREATIVE INDUSTRIES INITIATIVE OF THE FEDERAL GERMAN
MINISTRY OF ECONOMIC AFFAIRS AND ENERGY AND INITIATIVE MUSIK



© Josh Riemer

TUESDAY, MARCH 12 & THURSDAY, MARCH 14
GERMAN HAUS AT GRAEBER HOUSE | 410 EAST 6TH STREET

WUNDERBAR MUSIC DAY

PEERING THROUGH THE KALEIDOSCOPE

Author: NEUS LÓPEZ, Project Manager Export, Initiative Musik gGmbH



When you think of Germany, what's the music you think of? Is there a true "German sound"? The artists that will probably come to mind are household names like Kraftwerk, Scorpions, Nena, Einstürzende Neubauten or Rammstein. Despite having very different musical styles, they all have something in common: they have excelled in their artistic careers, pushed the limits of creativity and opened up paths to new generations of musicians, who continue exploring new ways of creating innovative sounds – in Germany as well as internationally.

Therefore, rather than limit ourselves to "a German sound", WUNDERBAR focuses on the wide diversity of artists from Germany. This variety forms a current-day musical kaleidoscope that is supported and nurtured by a dense network of clubs, musical venues and festivals in the country. Add a myriad of music lovers to the equation, who are continuously hungry for music – both recorded and live – and it is obvious why Germany is the third-largest music market worldwide. The vast German musical landscape ranges from jazz (with events like the German Jazz Festival in Frankfurt, celebrating its 50th anniversary this year), to electronic music (including the CTM Festival in Berlin, which just had its 20th anniversary), to rock, pop and everything in between: heavy-metal fans have kept coming to Wacken Open Air for thirty years, and German cities such as Berlin, Hamburg,

Munich, Cologne and Mannheim all have dynamic music scenes of their own, keeping the flame alive.

So, come join us at the German Haus during SXSW 2019 to discover a slew of exciting new artists. Enjoy the solid garage rock of bands like Leoniden or indie rock duo Gurr (2018 IMPALA winner). Discover amazing singer-songwriters like Alice Phoebe Lou (shortlisted in 2018 for an Academy Award for her song "She"), Laura Carbone, Suzan Köcher, Emma Elisabeth and Josin. Meet shooting star Sofia Portanet, electronic music legend Gudrun Gut, and dance to the beats of Sonic Robots artist Moritz Simon Geist or the unique sound of Komfortrauschen playing analog techno with drums and guitar. Don't miss Daniel Brandt, Robot Koch & Delhia de France, Wolf & Moon, Ori and DSTR and the incredible Jazzrausch Bigband, the first jazz big band to be resident at a techno club in Munich. Hip-hop, R&B or rap are more your style, check out Gaddafi Gals, Ace-Tee & Kwam.E, and Catnapp. And last but not least: Be inspired by live-coded music performances by Alexandra Cárdenas and Byrke Lou and their presentations on their work process at the SXSW Conference.

Plenty of music and more from Germany to be discovered at the German Haus – don't miss out.

www.german-haus.com/music

1PM-3PM
WUNDERBAR BBQ
&
1PM-6PM
WUNDERBAR LIVE SHOWCASES

FUNDED BY THE CULTURAL AND CREATIVE INDUSTRIES INITIATIVE OF THE GERMAN FEDERAL MINISTRY FOR ECONOMIC AFFAIRS AND ENERGY, PRESENTED BY INITIATIVE MUSIK.



WEDNESDAY, MARCH 13

SEVEN GRAND | 405 EAST 7TH STREET

GERMAN ARTISTS

AT SXSW 2019

ACE TEE



CITY Hamburg
LABEL Sony BMG / Four Music
RELEASE Tee Time (feat. Kwam E)
CONTACT Jack Sehn (manager), jack@nur-musik.de
WEBSITE www.ace-tee.com
yt.vu/+acetee
Ace Tee
@acetee

ALEXANDRA CÁRDENAS



CITY Berlin
LABEL noox records
RELEASE HIPERSONICA
CONTACT Alexandra Cárdenas (composer),
tiemposdelruido@gmail.com
LOOKING FOR manager, promoter
WEBSITE www.tiemposdelruido.bandcamp.com
yt.vu/u/tiemposdelruido
@tiemposdelruido.page
@tiemposdelruido

CATNAPP



CITY Berlin
LABEL Monkeytown Records
RELEASE No Cover
CONTACT Marie Kövi (agent), koevi@monkeytownmusic.com
LOOKING FOR US agent, promoters
WEBSITE www.catnappmusic.com
Catnapp
@ccatnapp
@catnappofficial

DANIEL BRANDT



CITY Wiesbaden
LABEL Erased Tapes
RELEASE Channels
CONTACT Daniel Brandt (artist), daniel@strrr.tv
LOOKING FOR US booking agent, synch opportunities,
management
WEBSITE www.danielbrandt.com
Daniel Brandt
@danielbrandtmusic
@danielbrando

ALICE PHOEBE LOU



CITY Berlin
LABEL independent
RELEASE Paper Castles
CONTACT Gorka Odrizola (manager),
gorka@mantaraymusic.com
LOOKING FOR new music partnerships
WEBSITE www.alicephobelou.com
yt.vu/+alicephobelou
Alice Phoebe Lou
@alicephobelou

BYRKE LOU



CITY Berlin
LABEL independent
RELEASE code
CONTACT Byrke Lou Brüser (artist), more@byrkelou.com
LOOKING FOR work contacts, collaborations
WEBSITE www.byrkelou.com
yt.vu/+byrkelou
@byrkelou
@byrkelouofficial

DSTR



CITY Leipzig
LABEL Dark Dimensions
RELEASE Silent World
CONTACT Daniel Meier (lead vocalist), d.myer@gmx.de
LOOKING FOR shows, promo, PR, US label
WEBSITE www.fb.com/dstrmusic
DSTR

EMMA ELISABETH



CITY Berlin
LABEL Ferryhouse (DE) / Copperpanda / AWAL
RELEASE Into the Blue
CONTACT Emma Elisabeth Dittrich (artist),
helloemmaelisabeth@gmail.com
LOOKING FOR management, booking agent (EU, US)
WEBSITE www.emma-elisabeth.com
yt.vu/+emmaelisabeth
@emmaelisabethmusic
@emmaelisabethmusic

GADDAFI GALS



© Dorika Csora

CITY Munich, Berlin
 LABEL SeaYou Records
 RELEASE the death of papi
 CONTACT Jonas Braun (producer), gaddafigals@gmail.com
 LOOKING FOR promoter
 WEBSITE www.gaddafigals.com
 🎧 Gaddafi Gals
 @gaddafigals
 f@gaddafigals

GUDRUN GUT



© Mv Kummer

CITY Berlin
 LABEL Monika Enterprise
 RELEASE MOMENT
 CONTACT Felix Bierling (tourmanager), fb@chabchop.com
 LOOKING FOR USA coverage
 WEBSITE www.gudrungut.com
 📺 yt.vu/u/gudrungut
 🎧 Gudrun Gut
 f@gudrun.gut

JOSIN



CITY Hamburg
 LABEL Dumont Dumont / MVKA / CNTCT
 RELEASE In a blank space
 CONTACT Arne Ghosh (manager), arne@380grad.com
 LOOKING FOR agent US
 WEBSITE www.josinmusic.com
 📺 yt.vu/u/TheAurorianmusic
 🎧 Josin
 @josinmusic

KOMFORTRAUSCHEN



© Caren Pauli

CITY Berlin
 LABEL SPRINGSTOFF
 RELEASE Stanze
 CONTACT Rainer Scheerer (management & publishing / licensing), rainer.scheerer@springstoff.de
 LOOKING FOR booking agency outside of Europe & international promoters
 WEBSITE www.komfortrauschen.net
 📺 yt.vu/+komfortrauschen
 🎧 Komfortrauschen
 @komfortrauschen

GURR



© Rowan Allen

CITY Berlin
 LABEL AWAL
 RELEASE Hot Summer
 CONTACT Björn Deprade (manager), bjoern@wasted-talent.com
 LOOKING FOR US promoter, US booking, US label
 WEBSITE www.gurrband.com
 🎧 Gurr
 @gurrband
 f@gurrband

JAZZRAUSCH BIGBAND



CITY Munich
 LABEL Jazzrausch Bigband
 RELEASE Dancing Wittgenstein
 CONTACT Roman Sladek (bandleader, producer, manager), info@jazzrauschbigband.de
 LOOKING FOR booking, management, promotion US
 WEBSITE www.jazzrauschbigband.de
 🎧 Jazzrausch Bigband
 @jrbb_jazzrauschbigband
 f@jazzrauschbigband

LAURA CARBONE



CITY Berlin
 LABEL Aporia / Duchess Box Records
 RELEASE Empty Sea
 CONTACT Jeff Collier (adviser), consigliere@lauracarbone.com
 LOOKING FOR booking agency, management, cooperations, collaborations
 WEBSITE www.lauracarbone.com
 🎧 Laura Carbone
 @lauracarbone_
 f@lauracarboneofficial

LEONIDEN



© Robin Hirsch

CITY Kiel
 LABEL Irrsinn Tonträger
 RELEASE Again
 CONTACT Henning Mues (manager), henning@woistdieeuphorie.com
 LOOKING FOR booking agent (worldwide, excl. GSA)
 WEBSITE www.leonidenmusik.de
 📺 yt.vu/+leoniden
 🎧 Leoniden
 @leonidenleonidenleoniden

MORITZ SIMON GEIST



CITY Dresden
 LABEL SRR
 RELEASE Robotic Electronic Music
 CONTACT Anika Jankowski (manager), anika@oh-my-music.de
 LOOKING FOR label, booking & business partners to do hot new shit with!
 WEBSITE www.sonicrobots.com
 yt.vu/u/Sonicrobots
 @moritzsimongeist
 @simongeist

ORI



© Eyall Richter

CITY Berlin
 LABEL I Am You Music Group
 RELEASE 1986
 CONTACT Andrew Campbell (managing director), andrew@imu-music.com
 LOOKING FOR label, booking agent (USA /Europe excl. Germany), synch
 WEBSITE www.imu-music.com/ori
 yt.vu/+orimusic
 ORI
 @orialbohermusic

SUZAN KÖCHER



© Christobal Jurado

CITY Solingen
 LABEL Unique Records
 RELEASE Moon Bordeaux
 CONTACT Ina Schulz (label manager), ina@unique-rec.com
 LOOKING FOR booking USA, management
 WEBSITE www.fb.com/suzankoecher
 Suzan Köcher
 @suzankoecher

WOLF & MOON



CITY Berlin
 LABEL AdP Records
 RELEASE Before It Gets Dark
 CONTACT Stefanie Martens (artist), how@wolfandmoonmusic.com
 LOOKING FOR US label, US booking
 WEBSITE www.wolfandmoonmusic.com
 yt.vu/+wolfandmoon
 Wolf & Moon
 @wolfandmoonmusic

ROBOT KOCH & DELHIA DE FRANCE



© Julia Mayorova und Neil Kryszak

CITY Berlin
 LABEL Trees and Cyborgs
 RELEASE Waterfalls
 CONTACT Franziska Grohmann (artist), contact@delhiadefrance.com
 LOOKING FOR booking, PR, music supervisor
 WEBSITE www.treesandcyborgs.com
 Robot Koch Delhia De France
 @robotkoch @delhia_de_france
 @robotkoch

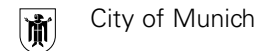
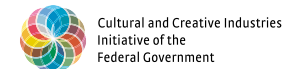
SOFIA PORTANET



© Lucio Aru & Franco Erre

CITY Berlin
 LABEL Duchess Box Records
 RELEASE Wanderratte
 CONTACT Grant Box (label manager), grant.box@snowwhitepr.com
 LOOKING FOR booking agent, press
 WEBSITE www.fb.com/sofiaportanet
 Sofia Portanet
 @sofiaportanet

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FIND OUT MORE ABOUT THE GERMAN ARTISTS
PARTICIPATING IN THE SXSW MUSIC FESTIVAL,
BAND INFORMATION AND CONCERT DATES ON

WWW.GERMAN-HAUS.COM/MUSIC

WUNDERBAR
GERMANY @ SXSW 2019
PLAYLIST



OR HAVE A LOOK INTO OUR
WUNDERBAR MUSIC GUIDE 2019.

ESTIVALS

CONFERENCE

CALENDAR
2019/20
GERMANY

APRIL

MUSIC | APR 2-5 2019 | FRANKFURT/MAIN
MUSIKMESSE

Musikmesse in Frankfurt is the international trade show for musical instruments, sheet music, music production, and marketing. It also features live events and several workshops, as well as Light and Sound section.
www.musik.messefrankfurt.com

INTERACTIVE | APR 13 2019 | WIESBADEN
SEE #14 CONFERENCE

The Conference – for visualization of information. Besides focusing on data visualization, the see Conference places a strong emphasis on sustainable concepts. Our speakers open up new perspectives of effective communication in their presentations, focusing in particular on: the impact of today's actions, the society and environment of future generations. The best in their field – they are visionaries who understand, live and actively advance our mission of fostering sustainability.
www.see-conference.org

MUSIC | APR 25-28 2019 | BREMEN
JAZZAHEAD!

jazzahead! is the most important international jazz trade fair, including its integrated showcase festival and conference. It features top-class jazz from Germany, Europe and beyond and has become one of the most important international networking spaces for jazz musicians.
www.jazzahead.de

MAY

MUSIC | MAY 1-5 2019 | COLOGNE
**C/O POP COLOGNE
MUSIC FESTIVAL**

Five days, over 30,000 visitors, 60 concerts and parties in 30 different locations and around 100 artists from 20 countries: urban and diverse!
www.c-o-pop.de/festival

INTERACTIVE | MAY 2-3 2019 | COLOGNE
C/O POP CONVENTION

International experts and decision-makers share and discuss with industry visitors ways in which the music industry can successfully be linked with other business sectors.
www.c-o-pop.de/convention

FILM | MAY 1-6 2019 | OBERHAUSEN
**INTERNATIONAL
SHORT FILM FESTIVAL
OBERHAUSEN**

One of the world's most important short film institutions for over sixty years now. Some 7,000 films submitted on average per year, around 500 films shown in the festival programs and over 1,100 accredited industry professionals are proof enough.
www.kurzfilmtage.de

MUSIC | MAY 1 - OCT 31 2019 |
RHINELAND-PALATINATE
SUMMER OF CULTURE

The Kultursommer Rheinland-Pfalz ("Cultural summer") is held each year from May 1 to October 31 with more than 200 projects of different parts of culture. In over 20 years the project has developed so much, one can't imagine cultural life in Rhineland-Palatinate without it. The target: More people, especially in regions far away from the big cities, should be able to participate in cultural life.
www.kultursommer.de

INTERACTIVE | MAY 6-8 2019 | BERLIN
RE:PUBLICA

re:publica is one of the world's largest and most exciting conferences on topics concerning digitization and society. Since its founding in 2007, it has grown from a cozy blogger meeting with 700 participants into a wide-ranging "society conference," with 19,500 national and international visitors in 2018.
www.re-publica.de

INTERACTIVE | MAY 7-8 2019 | COLOGNE

DIGILITY

DIGILITY is the leading B2B conference and expo on technologies and services for Digital Realities like AR/VR/MR, 3D and AI in Central Europe. With more than 5000 sqm exhibition area and more than 1400 participants from all over the world, the 3rd edition in September 2018 surpassed all expectations.
www.digility.de

INTERACTIVE | MAY 07-08 2019 | HAMBURG
**ONLINE MARKETING
ROCKSTARS**

This conference brings speakers from the international online marketing scene on stage where makers, founders and researchers can tell their stories.
www.onlinemarketingrockstars.de/festival

FILM | MAY 8-19 2019 | MUNICH
DOK.FEST MUNICH

DOK.fest Munich brings artistic documentary film to the big screen with guests from around the world and over one hundred films in eleven of the city's screening venues. Alongside the competition sections, there are many exciting specials, such as DOK.music in Open Air, Best-of-Oscars, and DOK.network Africa, a retrospective and a guest country.
www.dokfest-muenchen.de

MUSIC | MAY 8-12 2019 | BERLIN
XJAZZ BERLIN

XJAZZ incorporates already existing structures and hip venues in Berlin Kreuzberg while bringing together musicians who collaborate and perform joint projects. One specific main focus of XJAZZ is the local music scene; around 70 percent of the lineup consists of local artists, unique for a German festival.
www.xjazz.net

MUSIC | MAY 17- 8 2019 | MUNICH
MANIC STREET PARADE

Just like the other big media cities, Munich now also has its own club festival. Manic Street Parade took place for the first time in 2016 in the city's Schlachthofviertel, offering a well-chosen line-up of German and international indie acts.
www.manic-street-parade.com

MUSIC | MAY 30 - JUN 1 2019 | NEUSTRELITZ

IMMERGUT FESTIVAL

Always sold out, Immergut has marked the annual kick off of the German open air festival season for the past nineteen years. In the middle of the Great Lake District, Immergut offers the finest in German and international indie rock and pop.
www.immergutrocken.de

MUSIC | MAY 30 - JUN 2 2019 | WÜRZBURG

INTERNATIONAL AFRICA FESTIVAL

With more than 2,415,000 visitors, 7,000 musicians and artists from 56 countries of Africa and the Caribbean so far, the International Africa Festival is the oldest and biggest festival for African music and culture in Germany and Europe. Nonprofit.
www.africafestival.org

MUSIC | MAY 31 - JUN 1 2019 | HAMBURG

ELBJAZZ

On two days, well-known artists and newcomers associated with jazz directly or in a wider sense will dominate the scene. The open-air and indoor stages are located at unique and unusual places in the Hamburg harbor. In 2017, a new venue was added, namely the recently opened Elbphilharmonie (Elbe Philharmonic Hall).
www.elbjazz.de

JUNE

MUSIC | JUN 7-10 2019 | MOERS

MOERS FESTIVAL

The moers festival stands for the willingness to take risks and the courage to explore new territory, thus making it a reliable source for non-mainstream musical discoveries.
www.moers-festival.de

MUSIC | JUN 7-9 2019 | BEVERUNGEN

ORANGE BLOSSOM SPECIAL

Set in the town Beverungen, OBS has a very charming, rural set-up, and its cozy atmosphere means the festival is mostly sold out in advance. The audience comes from all over Germany, the Netherlands, Belgium, Austria, Switzerland and the UK.
www.orangeblossomsspecial.de

MUSIC | JUN 7-9 2019 | NURBURG/ EIFEL

ROCK AM RING

The legendary and biggest German music festival Rock am Ring at the Nurburgring returned to its initial location, a motor sports complex in the town of Nurburg.
www.rock-am-ring.com

INTERACTIVE | JUN 7-15 2019 | HAMBURG

VRHAM!

VRHAM! is Germany's first artistic Virtual Reality festival. In June 2019, the second edition of the festival will present virtual plays and performances, 360° installations and films, VR paintings and Augmented Reality works by national and international artists of all genres.
www.vrham.de

MUSIC | JUN 7-9 2019 | LEIPZIG

WAVE-GOTIK-TREFFEN

Wave-Gotik-Treffen is a festival for "dark" music and arts in Leipzig. A variety of 150 bands and artists (gothic rock, industrial, noise, darkwave, gothic metal) play at several venues throughout the city. The festival also features several fairs with medieval, gothic and cultural merchandise. With 20,000 regular attendees, WGT is one of the largest goth subcultural events worldwide.
www.wave-gotik-treffen.de

MUSIC | JUN 08 2019 | MUNICH

KLANGFEST MUNICH

KLANGfest has been hosting more than thirty bands from every genre since 2010. KLANGfest, with its diverse program on different stages, appeals to every generation for a varied and musically exciting day.
www.klangfest-muenchen.de

INTERACTIVE | FILM | JUN 13-16 2019 | GIESSEN

DIE SERIALE

Focus on short form digital series, which are mainly produced for the internet. To connect, support and pay tribute to all talented independent creators from around the world. Lectures, workshops, panel discussions will be held. All selected series will be screened in the local cinema, the most outstanding will be awarded.
www.die-seriale.de

INTERACTIVE | JUN 13-14 2019 | MUNICH

FORWARD >>> FESTIVAL

Festival for creativity, Design and Communication. Forward brings together the best international and local creative heads, who provide insights into their success stories in an exciting atmosphere. The conference, the centerpiece of the festival, is accompanied by various side events, such as workshops, live art sessions and networking events.
www.forward-festival.com/munich

MUSIC | JUN 14-16 2019 | MANNHEIM

MAIFELD DERBY

3 days – 4 stages – more than 70 artists: The wonderfully organized open air is taking place in an equestrian stadium inside Mannheim's trade fair grounds and features rock, pop as well as electronic acts.
www.maifeld-derby.de

MUSIC | JUN 20-22 2019 | AUGSBURG

MODULAR FESTIVAL

Modular Festival began in 2009 and is now the biggest non-profit youth- and pop-culture festival in Western Bavaria (Swabia) with about 10,000 attendees every day. Its main aim is to celebrate current interests, styles and the music of today's youth culture.
www.modular-festival.de

MUSIC | JUN 20-23 2019 | WÜRZBURG

UMSONST & DRAUSSEN FESTIVAL

A free festival in the middle of Würzburg with up to 100,000 visitors, there are three stages with over fifty artists plus exhibitions, coffee tastings, street art and more.
www.umsonst-und-draussen.de

MUSIC | JUN 21-23 2019 | SCHEESSEL

HURRICANE

Hurricane is the northern "sister event" of Southside and one of Germany's most important rock, pop & alternative festivals. Some 70,000 attendees with a mix of international stars and newcomer acts.
www.hurricane.de

MUSIC | JUN 21-23 2019 | NEUHAUSEN OB ECK

SOUTHSIDE

Hosted annually on a former air base, Southside turns Neuhausen ob Eck – a small town with 4,000 inhabitants – into a 60,000 pax rock, independent, and electro open air.
www.southside.de

FILM | JUN 27 - JUL 6 2019 | MUNICH

FILMFEST MUNICH

The Filmfest Munich is one of the biggest European summer festivals. The annual focal point for over 2,000 German and international professionals from the film, television and media industries. www.filmfest-muenchen.de

INTERACTIVE | JUN 26-28 2019 | COLOGNE

EUROPEAN PIRATE SUMMIT

In its ninth year it is Europe's biggest invitation-only gathering of early-stage startups, investors, and corporate executives. The summit represents true grassroots entrepreneurship: authentic, crazy & real. www.piratesummit.com

INTERACTIVE | JUN 27-30 2019 | COLOGNE

COMIC CON EXPERIENCE

The CCXP Cologne – Comic Con Experience, a new festival for pop culture and entertainment is just getting started in Cologne from 27 to 30 June 2019. The exhibition centre in Cologne-Deutz will be transformed into a live event hotspot for film lovers, comic-, Sci-Fi and superhero-fans in Germany and Europe for four days and is expected to attract up to 70,000 visitors. Around 80 exhibitors, more than 200 artists from the field of comics as well as numerous Hollywood stars are expected. www.ccxp-cologne.de

JULY

INTERACTIVE | JUL 2-5 2019 | BERLIN

TECH OPEN AIR

Tech Open Air Berlin is Europe's leading interdisciplinary technology festival. Experience inspirational storytelling, interactive forums, art installations, live music, food, drinks and fresh air. www.toa.berlin

MUSIC | JUL 4-7 2019 | RUDOLSTADT

RUDOLSTADT FESTIVAL

Whether you are a newcomer or a repeat offender, almost everyone will find the Rudolstadt festival's variety simply overwhelming, as it is one of the largest and most prestigious world music festivals in Europe. Over 4 days, there are about 300 performances by 150 bands and solo artists, and the range of concerts, workshops and talks which attract up to 25,000 visitors a day. www.rudolstadt-festival.de

MUSIC | JUL 5-7 2019 | COLOGNE

SUMMER JAM

One of the biggest European reggae festivals since 1986 with up to 30,000 visitors. Two stages and two tents are located on an island at the Frühlinger See, with the camping area surrounding the lake. www.summerjam.de

MUSIC | JUL 11-15 2019 | BERGHEIDER SEE

FEEL FESTIVAL

Set next to a lake, Feel Festival combines camping and bathing with music, cinema, theater, circus, readings and workshops – all sustainable and regional. The musical acts feature indie, alternative, electro and house, hip-hop, drum'n'bass, grime and jungle beats. www.feel-festival.de

MUSIC | JUL 11-13 2019 | FERROPOLIS

SPLASH!

Splash! is the hip-hop-equivalent to Melt! that is set in the same location – the impressive Ferropolis with its huge industrial machines. The different stages and tents showcase hip-hop, drum'n'bass, dancehall and reggae. www.splash-festival.de

MUSIC | JUL 12-14 2019 | BRÜSSOW

SACRED GROUND

Curated by Ry X and Frank Wiedemann, Sacred Ground was born to create an intimate space with a focus on art and music as well as an environment supporting togetherness. Artists will come together, share their music and there won't be a fixed timetable, leaving space for improvisation and collaboration. www.sacredground.de

MUSIC | JUL 19-21 2019 | KARLSRUHE

DAS FEST

DAS FEST, with its 250,000 visitors, is one of the biggest open-air events in Germany and has been held annually since 1985 on the last weekend before the summer break in Baden-Württemberg. www.dasfest.de

MUSIC | JUL 19-21 2019 | FERROPOLIS

MELT! FESTIVAL

A flickering sea of lights, pulsating beats, and beaming faces as far as the eye can see – the City of Iron awakens again. Hot newcomers and international heroes grace the stages below the breathtaking coal mining equipment of yesteryear. www.meltfestival.de

MUSIC | JUL 19-21 2019 | WEEZE

PAROOKAVILLE

Germany's biggest dance festival – with 80,000 visitors, 200 DJs, 10 stages all in one unique city comes to life once a year to commemorate its founding father, Bill Parooka. www.parookaville.com

AUGUST

MUSIC | AUG 1-4 2019 | LUHMÜHLEN

A SUMMER'S TALE

The idea behind this event is to create a world of its own, where visitors can experience their own spectacular and memorable summer tale. It offers a diverse program of cultural, active, and creative programs accompanied by local and international artists of all genres amidst deep forests, earthy moors and airy birch groves. www.asummerstale.de

MUSIC | AUG 1-3 2019 | DIEPHOLZ

APPLETREE GARDEN

Taking place on a meadow surrounded by apple trees, Appletree Garden Festival offers the most hip national and international discoveries in rock, indie pop and electro. Having space for about 5,000 visitors, it's been sold out for the last couple of years. www.appletriegarden.de

INTERACTIVE | AUG 1-3 2019 | WACKEN

WACKEN OPEN AIR

With over 80,000 annual attendees, W.O.A is the world's largest heavy metal festival. Year after year, so far with its 30th edition, the small village of Wacken in northern Germany turns into the "Holy Land of Metal" over the course of a weekend. www.wacken.com

MUSIC | AUG 8-10 2019 | HALDERN

HALDERN POP #36

Haldern Pop has established itself as the newcomer festival, repeatedly winning awards for its lineup. This non-profit event is also dedicated to promoting the region, taking place in a former industrial area afflicted by population loss. www.haldernpop.com

MUSIC | AUG 9-12 2019 | DREBKAU

WILDE MÖHRE FESTIVAL

The “wild carrot” strives to be a holistic, fair and climate-neutral festival, combining bands and DJs with lectures, spoken word performances, art, film, theater and workshops. www.wildemoehrefestival.de

MUSIC | AUG 21-23 2019 | BERLIN

POP-KULTUR

With its program of live concerts, performances, talks and readings Pop-Kultur shines a light on Berlin’s busy pop scene. It advocates interdisciplinary exchange, including contemporary scientific discourse on music, society and urban development. www.pop-kultur.berlin

MUSIC | AUG 16-18 2019 | GROSSPÖSNA

HIGHFIELD

With its 25,000 visitors, this three-day festival is the biggest indie-rock festival of eastern Germany, near Leipzig on the shores of the Strömthäl lake. It features live performances of national and international acts. www.highfield.de

MUSIC | AUG 16-18 2019 | HAMBURG

MS DOCKVILLE

MS Dockville is Hamburg’s famous annual festival for music and art: unique in setting, atmosphere, and border-breaking acts. With its incomparable location near the banks of the Elbe river with its ports and dike scenery, the festival has become a home for up to 25,000 visitors each day who rediscover old loves and discover soon to be new favorite bands. www.msdockville.de

INTERACTIVE | AUG 21-24 2019 | COLOGNE

GAMESCOM

The world’s largest event for computer and video games attracted 370,000 attendees in 2018. More than 1,031 exhibitors from 56 countries presented myriad novelties to trade visitors and gaming fans. www.gamescom.global

FILM | AUG 21-SEP 8 2019 | LUDWIGSHAFEN

FESTIVAL OF GERMAN FILM

The Festival of German Film is held in a park on the banks of the Rhine in Ludwigshafen. Its aim is to promote high valuable new German films. In 2018, 115,000 visitors were welcomed. www.festival-des-deutschen-films.de

MUSIC | AUG 21-SEPT 29 2019 | RUHR DISTRICT

RUHRTRIENNALE

Music, dance, theater, performance and fine arts in the former industrial buildings of the Ruhr Area: that’s the Ruhrtriennale. Over 50,000 visitors, 200 different events and around 900 artists from all over the world – make this an incomparable event in a region that was once better known for coal and steel. www.ruhrtriennale.de

MUSIC | FILM | AUG 28 – SEPT 1 2019 | COLOGNE

SOUNDTRACK_COLOGNE

This is the largest German congress for music and sound in film, games and media, and a source of inspiration on the growing landscape of festivals and congresses across Europe. www.soundtrackcologne.de

SEPTEMBER

MUSIC | SEP 7-8 2019 | BERLIN

LOLLAPALOOZA BERLIN

Berlin got it in 2015: one of the most established and reputable festival brands worldwide. Lollapalooza Berlin has grown into the biggest German inner-city open-air festival with over 70,000 visitors a day. www.lollapaloozade.com

INTERACTIVE | SEP 11-12 2019 | COLOGNE

DMEXCO

DMEXCO is the global business and innovation platform for the digital economy with more than 41,000 visitors and over 1,000 exhibitors from 40 countries who came to Cologne in September 2018. www.dmexco.de

MUSIC | SEP 18 - 21 2019 | HAMBURG

REEPERBAHN FESTIVAL

Reeperbahn Festival will present more than 900 events in locations around Hamburg’s Reeperbahn. Since its debut in 2006, it has grown to become one of the most important meeting places for the music industry worldwide. A special format named “Wunderkinder” introduces special emerging German talents. www.reeperbahnfestival.de

INTERACTIVE | SEP 19 - 20 2019 | HAMBURG

NEXT CONFERENCE

NEXT is the event for those who actively participate in shaping the digital transformation. Marketing and product leaders, digital economy executives, innovative corporations and startups join NEXT for inspiration and networking. www.nextconf.eu

INTERACTIVE | SEP 29 - OCT 1 2019 | MUNICH

BITS & PRETZELS

Bits & Pretzels has rapidly grown into the biggest international startup event in Germany with participants from all over the world. Under the theme “from founders for founders,” famous entrepreneurs and young ambitious startup and tech enthusiasts meet in Munich to share and discuss experiences and trends. www.bitsandpretzels.com

OCTOBER

FILM | OCT 10-17 2019 | COLOGNE

FILM FESTIVAL COLOGNE

Since 1991 this has been one of Europe’s leading festivals for extraordinary television and independent film culture, offering screenings, workshops and lectures by internationally renowned guest speakers. www.filmfestival.cologne

INTERACTIVE | OCT 16-20 2019 | FRANKFURT MAIN

FRANKFURTER BUCHMESSE

Frankfurter Buchmesse is the publishing industry’s biggest trade fair – with over 7,500 exhibitors from 109 countries, around 285,000 visitors, over 4,000 events and some 10,000 journalists and bloggers. It is the most important marketplace for content worldwide. www.buchmesse.de/en

FILM | OCT 16-20 2019 | MUNICH

THE QUEER FILM FESTIVAL MUNICH (QFFM)

QFFM is a five-day event that presents the wide range of "queer" cinema to Munich audiences. Open to films of all lengths and genres, for QFFM it's essential to actively partner with local associations and to reach out to the extensive Munich-based film and media industry, to cultural institutions and also to film enthusiasts. www.qffm.de

FILM | OCT 28-NOV 3 2019 | LEIPZIG

DOK LEIPZIG

The International Leipzig Festival for Documentary and Animated Film is one of the leading international festivals for artistic documentary and animated film as well as interactive storytelling. Founded in 1955, DOK Leipzig is the oldest documentary festival in the world and this year celebrates its 62nd anniversary. www.dok-leipzig.de

FILM | END OF OCT 2019 | BAD WÖRRISHOFEN

GAY SUMMIT CLUB ALLGÄU

GSC-Filmfest is showing gay-themed films at two historic cinemas in the Bavarian countryside. It might be not the biggest, but it's one of the oldest festivals of its kind in Germany. It's usually sold out within a few days. www.gsc-allgaeu.de

INTERACTIVE | OCT 2019 | FRANKFURT MAIN

THE ARTS+

THE ARTS+ is the platform that brings together representatives of the culture and creative industries and innovative players from the technology sector. Architects, fashion designers, photographers, curators and publishers – all create and curate unique content that can be exploited even more effectively through the use of new media. www.theartsplus.com

INTERACTIVE | OCT - NOV 2019 | MUNICH

MUNICH SCIENCE & FICTION FESTIVAL

The Munich Science & Fiction Festival is an interdisciplinary blend of science and art festival, fusing the phantasy and love of experimentation. Sci-Fi-avantgarde always comprised. A merger of artists, doers, scientists and geeks with the aim of spreading knowledge and diversity to a wider audience. The Festival seek to use Edutainment, Gamification and a generell interdisciplinary ways to connect people of all kind, space and time. www.muc-sf-festival.com

NOVEMBER

MUSIC | NOV 15-16 2019 | WANGELS

ROLLING STONE WEEKENDER

Set in the beautiful surroundings of a holiday resort at the Baltic coast with apartments, hotel rooms, restaurants and bars, Rolling Stone Weekender combines the fun part of a festival with the recreational pleasures of a short vacation. The shows take place indoors on three stages and several unexpected floors. www.rollingstone-weekender.de

INTERACTIVE | FILM | NOV 2019 | POTSDAM

CHANGING THE PICTURE

This conference, taking place in Germany's capital region at the renowned Babelsberg Studios in Potsdam showcases the newest applications and expertise for technologies shaping content production and distribution for TV, cinema and the internet. www.changingthepicture.de

JANUARY

MUSIC | JAN - FEB 2020 | BERLIN

CTM FESTIVAL - FESTIVAL FOR ADVENTUROUS MUSIC AND ART

CTM is an international festival dedicated to contemporary electronic, digital and experimental music as well as a diverse range of artistic activities in the context of sound and club cultures. www.ctm-festival.de

FEBRUARY

FILM | FEB 2020 | BERLIN

BERLINALE - THE BERLIN INTERNATIONAL FILM FESTIVAL

The Berlinale is a great cultural event for both the international film industry and cineasts, with more than 334,000 tickets sold every year. Over 21,000 industry visitors and 3,700 journalists from 127 countries focus on art, glamour, parties, and business which are all inextricably linked at the Berlinale. www.berlinale.de

INTERACTIVE | FEB 2020 | MUNICH

MUST - THE MUNICH SUMMIT

MUST - The Munich Summit is an annual two-day event, bringing together cutting-edge science and technology start-ups with industry leaders and investors, initiated by Munich's top university centers for entrepreneurship. In this spot, revolutionary ideas become business reality and extraordinary deals are made - in one of the world's most promising cities. www.must-munich.com

INTERACTIVE | FEB 2020 | BERLIN

TRANSMEDIALE

transmediale is a Berlin-based festival and year-round project that draws new connections between art, culture and technology. The event's activities aim to foster a critical understanding of contemporary culture and politics that are saturated by media technologies. www.transmediale.de

INTERACTIVE | FEB - MAR 2020 | HAMBURG

SOCIAL MEDIA WEEK

SMW hosts annual conferences on six continents, one of which is in Hamburg, curating and sharing insights into how social media is changing business, society and culture.

www.socialmediaweek.org/hamburg

MARCH

MUSIC | MAR 2020 | BERLIN

MAERZMUSIK - FESTIVAL FOR TIME ISSUES

MaerzMusik – Festival for Time Issues commits itself to exploring the phenomenon of time in its sociopolitical, philosophical and artistic dimensions. In spite of the prevailing logic of the event, the goal is to deepen experiences, to ask questions anew, to develop ideas and to facilitate re-encounters across the years.

www.berlinerfestspiele.de/maerzmusik

INTERACTIVE | MAR 2020 | MUNICH

MIXCON

MIXCON is a German congress & networking event for DJs, Producers and the Dance Industry. Besides ADE and IMS, MIXCON is the spot for newcomer, artists, booker, manufacturer and labels in Europe. Networking and know-how are the main topics. The event in the heart of Munich lasts two days and features a lot of supporting program in cooperation with the city and club promoters.

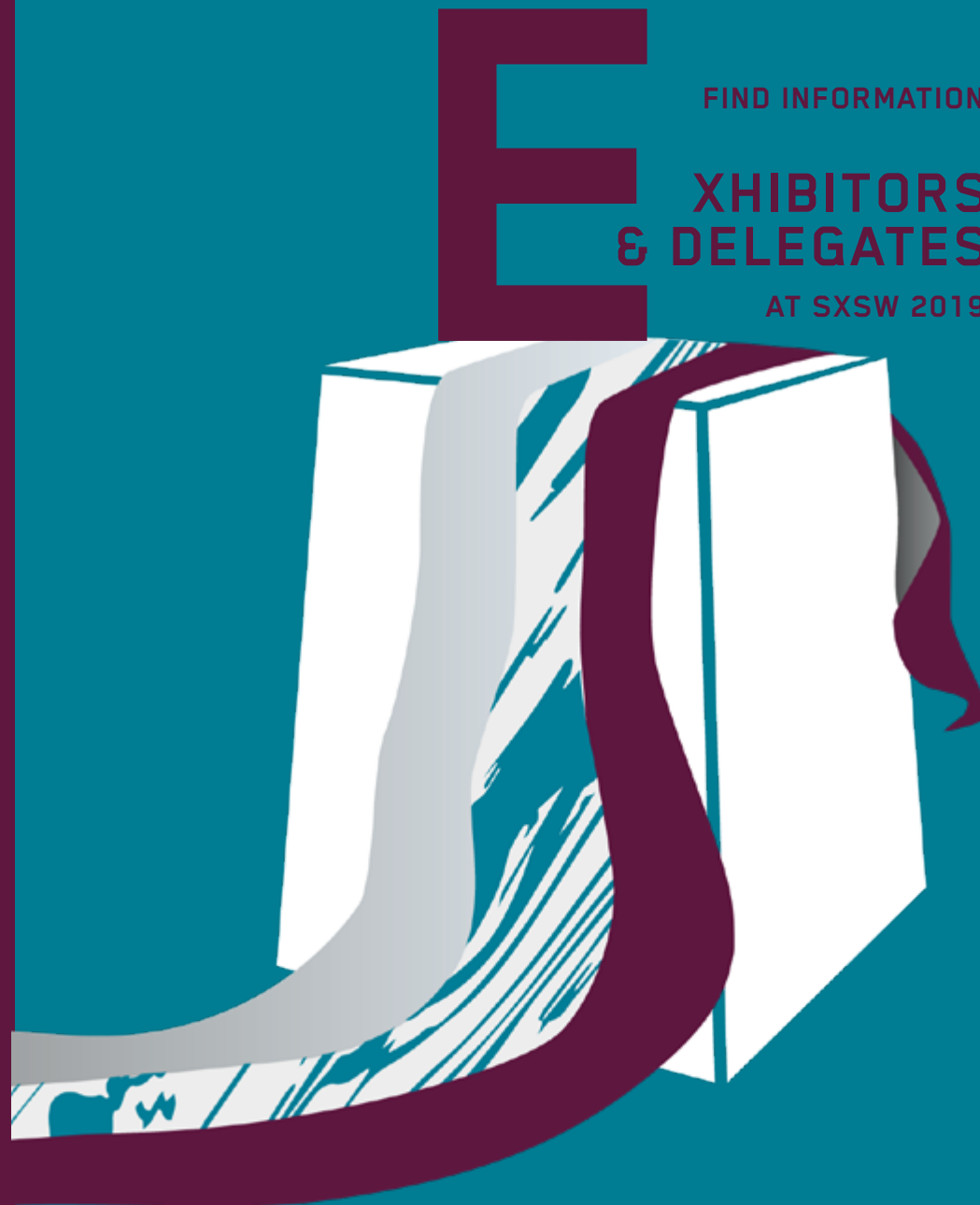
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www.mcbw.de



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48forward is organizing events around innovation and future topics. Our main event, the annual 48forward Festival, unites speakers and attendees from all over the world to discuss our future life and work.

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The Bayerische Landeszentrale für neue Medien (BLM), the regulatory authority for new media in Bavaria acts as a public-service institution licensing and controlling commercial radio, television and online services for Bavaria and beyond.

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CAMOONI

The metanetwork was founded by Nina Hartmann. Launched in May 2018, it filters and sorts shared posts worldwide. It combines various social media sites to provide a swift cross-platform overview, guided by the principle stop coexisting-start coworking.

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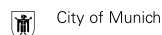
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
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DevilDuck Records is a indie label established in 2004 with now also having offices in Canada and Austin, TX. We're working a lot with international artists especially from Canada, the US and Scandinavia - folk, indie-pop/rock, singer-songwriter

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Wunderbar Together is an initiative funded by the German Federal Foreign Office, implemented by the Goethe-Institut, supported by the Federation of German Industries (BDI), celebrating German-American friendship with over 1,000 events nationwide.

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GRANOLA STUDIOS

Music-tech platform Granola Studios brings live music to virtual venues. Artists appear as 3D animated characters controlled by the artist wearing a motion capture suit. Fans attend live gigs on tablets, desktops and VR headsets from their sofas.

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HAMBURG MUSIC BUSINESS ASSOCIATION

The IHM is the network of the music business in Hamburg, representing enterprises in all branches of the music industry. Its main target is to support and help shaping the city of Hamburg as a location of music and music business.

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The Hanover business region is the crucial motor for innovation and growth within the state of Lower Saxony. Our business promotion activities aim to further develop the Hannover region, and to ensure that it remains viable in the future.

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MusicTech Germany represents the shared interests of music tech and digital music companies and seeks to foster innovation through collaboration between music tech pioneers, the music industry as well as other creative tech vertical industries.

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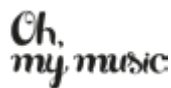


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TRUSTED ELEMENTS

Trusted Elements offers a blockchain-based IT security platform for reliable protection of Smart Home & IoT networks and data against cyber attacks and manipulation. Including a data marketplace and IoT data analysis.

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UBER ECK

Uber Eck is a creative studio for motion graphics, animation and video mapping in Munich. Our work is built on a sturdy foundation of attention to detail, allowing us to create fresh graphic solutions without compromising good design.

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VAST FORWARD

Vast Forward is partner for agencies and start-ups, started 2008, based in Hamburg, Germany. A central project management team and a free coder-network provide internet coding projects, campaign and website development, app and social media projects.

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VIALYTICS

We help cities better manage their roads with our smartphone-based road inspection service. Our App can easily be integrated into vehicles like garbage trucks and uses Artificial Intelligence to scan the road for defects like cracks and potholes.

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VIBELAB

CONSULTANCY FOR CULTURAL VIBRANCY

Founded 2018 by Berlin Clubcommissioner Lutz Leichsenring with Amsterdam's former Night Mayor Mirik Milan, VibeLab is an international consultancy which specializes in cultural vibrancy.

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VIAVAN

ViaVan is a leading provider of innovative on-demand shared transit services in Europe. Working closely with cities and public transit operators, ViaVan powers dynamic shared mobility services that complement existing transportation infrastructure.

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VIOND

Viond operates a platform for easy development and publication of Virtual Reality experiences. Viond allows creatives, agencies and businesses to create VR experiences without the need for VR programming skills.

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VRHAM! FESTIVAL

VRHAM! is Germany's first artistic Virtual Reality festival. Visitors can experience virtual plays and performances, 360° installations and films, VR paintings and Augmented Reality works by national and international artists of all genres.

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WOODBLOCK is a production company & studio for animated content based in Berlin and Ludwigsburg. We design and create commercials, independent content, game trailers, corporate films and music videos.

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WINTRUP MUSIKVERLAG

Wintrup Musikverlag owns substantial catalogues of copyrights from G/S/A territories. In-house radio/TV promotion, creative services + extensive advisory services. Proactive sub-publisher for David Guetta, Tom Waits etc.

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WORK AWESOME CONFERENCES

We empower individuals and organizations for the future of work. Our tools: conferences, content and consulting. Our homes: Berlin and New York.

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XING SE

XING is the leading online business network with 15 million members in German-speaking countries. Workers from every industry use XING to connect with one another, to look for jobs, new hires, cooperation partners, expert advice and business ideas.

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ZAL

ZENTRUM FÜR ANGEWANDTE LUFTFAHRTFORSCHUNG

ZAL — Hamburg's Center for Applied Aeronautical Research — is the technological research and development network of the civil aviation industry in the Hamburg Metropolitan Region. ZAL is at home in the 2016-opened 280,000 sq ft TechCenter.

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YATTA SOLUTIONS

Yatta is a software tech start-up. We empower and enable developers by providing them with access to the best tools for their job. We believe that the only way to build better and more software is to provide developers with better and more tools.

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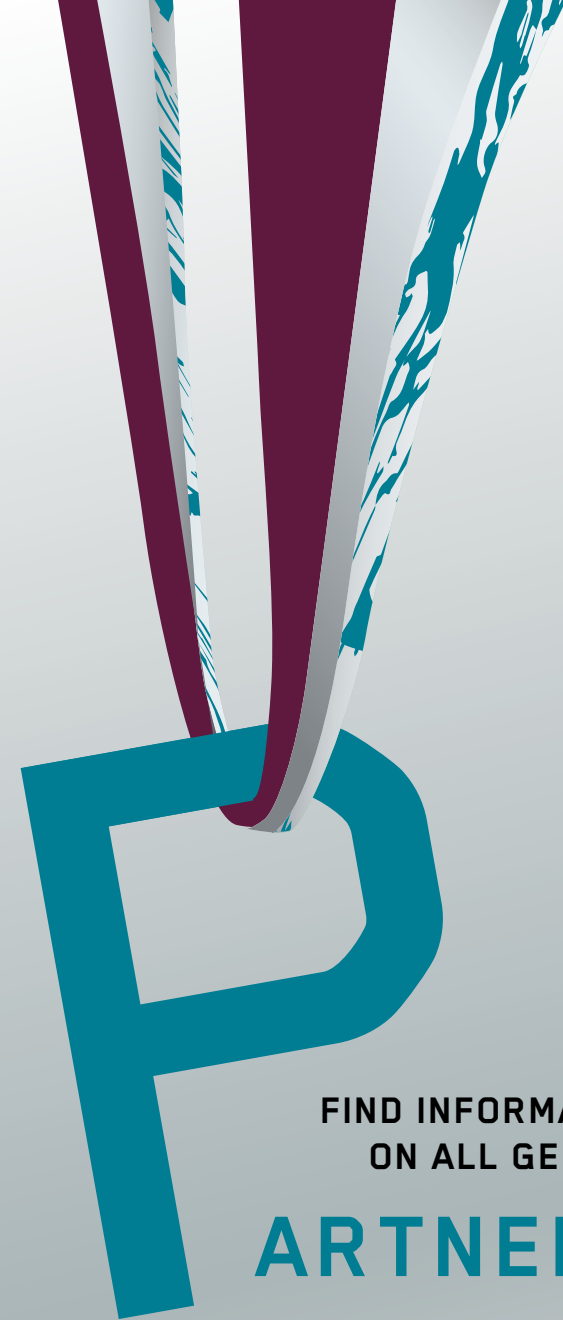
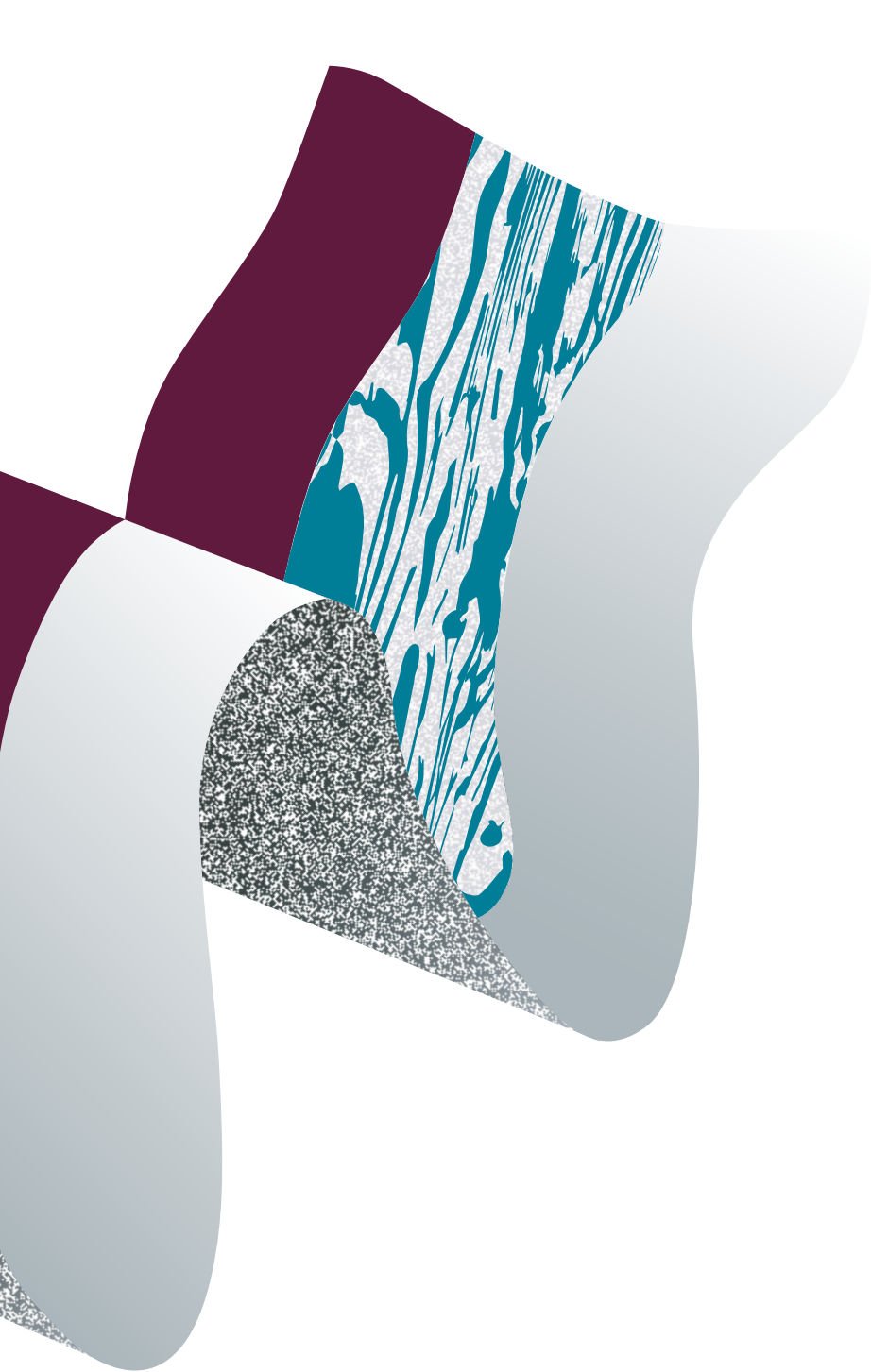
ZDF DIGITAL MEDIENPRODUKTION

ZDF Digital is a commercial subsidiary of ZDF Enterprises. In Mainz and Berlin we create TV-productions, subtitles, image and advertising films, animation and visual effects, social media campaigns, web specials, apps, games and VR productions.

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FIND INFORMATION
ON ALL GERMAN

ARTNERS

AT SXSW 2019

FEDERAL MINISTRY FOR ECONOMIC AFFAIRS AND ENERGY

FAIRS AND EXHIBITIONS

The division for inter/national trade fairs and exhibition policy in the Federal Ministry for Economic Affairs and Energy decides on and supports official participation in Germany's foreign trade fairs and exhibitions program. In addition to policy and budgetary issues, the active involvement in the presentation of Germany at international fairs and exhibitions is of prime importance. In a constant dialog with partners from the private sector, the division backs the export activities of the German industry to international markets.

Furthermore, the Ministry's division for fairs and exhibitions is in charge of planning and implementing German participation in World EXPOs abroad, as well as the organisation of fairs and exhibitions in Germany.

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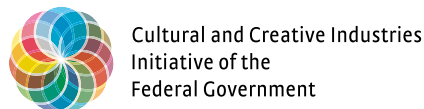
CULTURAL AND CREATIVE INDUSTRIES

The cultural and creative industries are the embodiment of diversity; they encompass a broad spectrum of market segments, including architecture, books, design, film, art, the performing arts, music, press, broadcasting, software, games, and advertising.

The cultural and creative industries are of major significance to our economy, the gross output totaling 102,7 billion euros in 2017. The sector's work force is characterized by a large number of self-employed creative entrepreneurs, with roughly 254.700 freelancers and commercial companies providing around 1 million jobs. The cultural and creative industries are also drivers of innovation for many other branches and particularly for small and medium-sized companies.

One of the Initiative's central goals is to raise public awareness for the importance of the sector and to improve the future prospects of the cultural and creative industries by strengthening their competitive ability and tapping into their full potential for creating jobs.

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INTERNET GOVERNANCE FORUM (IGF)

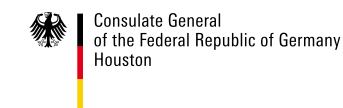
Germany is proud to host the 14th Internet Governance Forum in Berlin from November 25 to 29, 2019. The IGF is a global multi-stakeholder platform that facilitates the discussion of public policy issues pertaining to the internet including aspects of cybersecurity, privacy, human rights, digital inclusion and accessibility as well as technical and operational issues. Find out more at igf2019.berlin and via twitter @igf2019.



CONSULATE GENERAL OF THE FEDERAL REPUBLIC OF GERMANY

The German Consulate General in Houston includes the states of Texas, Louisiana, Arkansas, Oklahoma and New Mexico in its jurisdiction and represents Germany, German trade and industries, and German citizens living in those states. The Consulate General strives to strengthen and expand the multifold economic, political, and cultural relations between Germany and the United States.

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ASSOCIATION OF THE GERMAN TRADE FAIR INDUSTRY (AUMA E.V.)

AUMA, the Association of the German Trade Fair Industry, represents the interests of trade fair exhibitors, organizers, and visitors. Through its online database, available in four languages (German, English, Spanish, French), AUMA provides comprehensive information on the most important trade fairs around the world. In addition, AUMA is in charge of preparing Germany's foreign trade fair program in close cooperation with the Federal Ministry for Economic Affairs and Energy (BMWi). This program facilitates cost-effective fair participations, particularly for small and medium-sized companies, by organizing joint participations abroad (German pavilions).

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SUPPORT FOR MUSICIANS AND MUSIC COMPANIES FROM GERMANY

Initiative Musik is the German Music Export Office, supporting rock, pop, and jazz music from Germany. Its main goals include the promotion of young musical talent, the integration of musicians with immigrant backgrounds, and the dissemination of German music to foreign markets. Another focus is bolstering music venues that significantly contribute to maintaining cultural diversity in Germany. Initiative Musik represents Germany in international networks such as the European Talent Exchange Programme (ETEP) and the European Music Exporters Exchange (EMEE). Furthermore, Initiative Musik cooperates with other European music export offices and initiates original projects focused on the export of music and the promotion of up-and-coming artists under the WUNDERBAR brand. The support fosters, both, the cultural and economic development of artists, bands, and music projects. Initiative Musik's Artist and Tour

Grants are intended for solo artists and bands, especially newcomers, living in Germany and seek to further help musicians to gain foothold in foreign markets. Criteria for support are primarily the artists' originality and musical language, but also the music's commercial potential.

Initiative Musik is supported by the German Society for the Administration of Neighboring Rights (GVL), the German Music Authors' Society (GEMA), and the German Music Council (Deutscher Musikrat). The bulk of the project's funding is provided by the German Federal Commissioner for Culture and the Media. This is reflected in the structure of Initiative Musik's partners and the representation on its supervisory board, which is made up of representatives from the music industry and the federal government.

WUNDERBAR – GERMANY AT SXSW 2019

Since 2010, the coordination of the WUNDERBAR – GERMANY AT SXSW is Initiative Musik's largest project supporting music export, organized on behalf of the Federal Ministry for Economic Affairs and Energy and the Ministry's Cultural and Creative Industries Initiative. In addition, the joint German presentation is part of the Foreign Trade Show Program of the federal government and is realized and financed with partners from several federal states.

The central hubs of Germany's activities at SXSW are the German Pavilion at the trade show and the German Haus, where company presentations, networking events, and showcases take place. Newcomer bands are presented with an extraordinary opportunity to build international business relations, especially in the American music market through the participation in the SXSW Music Showcase Festival and Music Conference.



LALI PUNA © Dan Taylor for GERMAN HAUS Initiative Musik

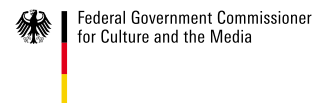
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FUNDING BODIES, SHAREHOLDERS AND PARTNERS



MUNICH

EUROPE'S CREATIVE HEART

Significant growth in the culture and creative industries has propelled the Munich Metropolitan Region into the top league regarding the turnover and numbers of employees in this sector. Munich now stands at eye-level with

Amsterdam. To further support the culture and creative scene, and to realize its potential, the City of Munich has set up the Team of Excellence for the Culture and Creative Industries.

TEAM OF EXCELLENCE FOR THE CULTURE AND CREATIVE INDUSTRIES OF THE CITY OF MUNICH

The Team of Excellence for the Culture and Creative Industries is a service provided by the City of Munich to support the culture and creative industries in the Munich Metropolitan Region. It offers free advice to individuals and companies working in every segment of these multi-faceted industries, supports their image building and networking efforts, and helps them find suitable office space and premises. The aim is to promote the culture and creative industries, encourage the sharing of experience, and realize valuable synergies. The team also gives this highly diverse sector a forum in which to voice its needs and the opportunity to build bridges and contacts.

Furthermore, the Team of Excellence seeks to increase widespread awareness of and appreciation for the innovative force of the culture and creative industries among the traditional industries and the general public.

To enable Bavaria-based creative companies to enter the international market, the Team of Excellence awarded tickets for SXSW to five Startups this year: Munich Science & Fiction Festival (muc-sf-festival.com), Plantura (plantura.garden), Uber Eck (ubereck.com), Varia Media (varia.media.de) and Viond (viond.io).

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City of Munich

Team of Excellence
Culture & Creative Industries
Munich



© Landeshauptstadt München / Michael Schinharl

DEPARTMENT OF ARTS AND CULTURE OF THE CITY OF MUNICH

The Department of Arts and Culture is responsible for the municipal cultural institutions – museums, theaters, orchestras, and libraries. The promotion of culture in its diversity is the Department's main funding task. This role is carried out through advisory and consultancy services, through the provision of a cultural infrastructure, support at cultural events as well as financial and material assistance for institutions and projects. The Department also funds awards and recognition for those involved in the creation of culture and the arts.

This year the performance of the Munich based bands Gaddafi Gals and Jazzrausch Bigband at SXSW is kindly supported by Munich's Department of Arts and Culture.



GADDAFI-GALS ©Dorka Csora



JAZZRAUSCH BIGBAND



City of Munich
**Department of
Arts and Culture**

HAMBURG



ELBPILHARMONIE © Cooper Copter

FREEPORT OF INNOVATIVE IDEAS

The attention on Hamburg has grown rapidly since the opening of the Elbphilharmonie – one of the finest concert halls in the world. In 2018, the Lonely Planet included Hamburg in its “Top10 cities” to visit. Or the New York

Hamburg ist one of the most dynamic economic regions in northern Europe and a hub for creative industries and startups. Germany’s second largest city is its advertising and media capital, the favorite working place for creative minds and home to major industry leaders such as Snap, Twitter, Facebook or Google. As the center of Germany’s music industry, it attracts both artists and music business professionals and hosts the most important music business event in Europe, with around 4,700 professionals from over 50 countries worldwide: the Reeperbahn Festival from September 18–21, 2019.

Times, which ranked Hamburg within the top ten among its “52 Places to go”. This metropolis at the waterfront Hamburg has quite something to offer.

The legendary clubs on the infamous Reeperbahn have been seen as springboards to fame: the Beatles were not the only ones to have their breakthrough here. Most of the young music scene is based in the districts of Altona and St. Pauli – home to the Reeperbahn. Hamburg’s position as one of the most dynamic economic regions in Europe is rooted in a mix of economic potential and a high standard of living. Many start-ups from Hamburg successfully developed into international companies, including Jimdo, mytaxi, or XING. Start-ups such as About You, one of Germany’s few recent unicorns continue to write this success story.



SPIELBUDENPLATZ REEPERBAHNFESTIVAL © Lena Meier



ABENDSZENE © Roberto Kai Hegeler



NETWORKING © Timo Sommer und Lee Maas

CREATIVE COMPANIES AT SXSW

Around SXSW there are several events, where we offer various instruments for funding and support and organize matchmaking opportunities including Hamburg’s famous “Reeperbahn Hamburgers” receptions just outside the Austin Convention Center. Please find the latest info on Hamburg’s activities in Austin 2019 on www.hamburg-business.com.

More Information about Hamburg:
www.hamburg.com



WINDROVE © Jan Brandes

INNOVATION FROM HAMBURG TAKES OFF AT SXSW

Hamburg is a leading technology center in key areas like materials & processes, mobility, and in cross-sectional fields of digitization. With AIRBUS, Lufthansa Technik and hundreds of SMEs, Hamburg is the third largest spot for civil aviation industries on the globe. The leading ZAL Center of Applied Aeronautical Research, the German Aerospace Center (DLR) and other stakeholders are successfully involved in applying 3D printing and industry 4.0 approaches to aircraft construction. The future of Urban Air mobility will be discussed at the SXSW Panel: “Flying Taxis and Ambulance Drones: SciFi 2 Reality”. www.hamburg-aviation.com

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INTERNATIONAL PARTNER

AUSTRIA



ADVANTAGE AUSTRIA

BUILDING BRIDGES BETWEEN AUSTRIA AND THE WORLD

In the year 1934, the Austrian economist Joseph Schumpeter was probably the first to argue that the notions of entrepreneurship and innovation are interrelated. Today, the Austrian business landscape is characterized by innovative companies with a truly entrepreneurial spirit.

In 2019 and for the fourth time at SXSW, Austria will showcase a selection of its most innovative and promising start-ups, global leaders, and institutions from areas as diverse as artificial intelligence, the arts, autonomous driving, fintech, govtech, musictech and virtual reality. Inspiring audiences with clever ideas and ingenious technologies, they have contributed to putting Austria on the world map as a cutting-edge and creative country.

Austria's presence at SXSW is an initiative of **ADVANTAGE AUSTRIA** – Austria's official trade promotion organization. With its Vienna headquarters and a global network of 110 offices in over 70 countries, **ADVANTAGE AUSTRIA** offers a broad range of intelligence and business development services for both Austrian

companies and their international business partners. It is the face and voice of Austria's export business abroad.

We look forward to another chapter of continued success stories, investment opportunities, and flourishing collaborations with our amazing start-up ecosystem.

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GERMAN HAUS @SXSW 2018 © Nicolas Brooks



GERMAN HAUS @SXSW 2018 © Nicolas Brooks

BADEN-WUERTTEMBERG



SCHLOSSPLATZ STUTTGART



© DAIMLER AG STUTTGART MERCEDES-BENZ-MUSEUM

Baden-Württemberg is one of the most important economic centers in Europe, having become one of the leading investment locations. In addition to internationally renowned global players such as Daimler, Bosch, SAP and Porsche, it is mainly small and medium-sized enterprises that form the backbone of our economy.

BADEN-WUERTTEMBERG INTERNATIONAL (BW-I)

is the center of competence for the internationalization, marketing and development of industry, science and research of the State of Baden-Württemberg in the German southwest. Our main objectives are strengthening contacts between foreign and local companies, universities and research institutions; supporting the endeavors of Baden-Württemberg companies, universities and research institutions to enter foreign markets, and positioning Baden-Württemberg as an excellent location for business and science.

For SXSW bw-i is partnering with MFG Medien- und Filmgesellschaft, the State agency responsible for promoting film culture and industry and the media and creative industry and with the Stuttgart Region Economic Development corporation (WRS), the central contact for investors and companies in the Greater Stuttgart region.

Meet Baden-Württemberg's startups at SXSW: In 2019 ten delegates from Baden-Württemberg startups will participate in SXSW to find out more about the latest trends and to make new international contacts.

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Baden-Württemberg International
Agency for International Economic and Scientific Cooperation



HANOVER



DIGITAL SOUNDS © Thomas Althaus

Welcome to the federal state of Lower Saxony and its capital Hanover. We are the home of Volkswagen, the Pied Piper of Hamelin, and many horses (we even put one on our coat of arms). Work hard, play hard – we enrich college parties in the US with our Jägermeister and our capital is proud to be a UNESCO City of Music for contributing to music, culture, industry, and history!

As our city's representative in all things economic development, hannoverimpuls is here to connect you to a tech-savvy start-up haven and true creative champion.

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RHINELAND-PALATINATE

FROM RHINELAND-PALATINATE INTO THE WORLD

Being in the heart of Europe, the State of Rhineland-Palatinate has established itself as an internationally successful, future-oriented business location. The state is the home of innovative small- and medium-sized enterprises. Many innovations in sectors like mechanical engineering, the healthcare industry, or the creative industries come from family-owned businesses. Every seventh employee in the state works in a high technology field. Thus, Rhineland-Palatinate is one of the top 20 regions in Europe when it comes to innovation potential. The strong media orientation calls to mind the great heritage of Johannes Gutenberg of Mainz. The mix of tradition and modernity makes our state so unique and successful.



PFALZGRAFENSTEIN CASTLE © Friedrich Gier

Rhineland-Palatinate supports SMEs in doing business worldwide. The companies here have international experience, think globally, and act quickly and flexibly.

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“Humanity will change more in the next 20 years than the previous 300 years (yes, seriously). It’s time to decide what we want to be.”

Quotation from
Technology vs. Humanity
by Futurist Gerd Leonhard

INNOVATION PARTNER

GERMAN CENTER FOR RESEARCH AND INNOVATION (DWIH) NEW YORK



© Nathalie Schueller

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photos © Nathalie Schueller

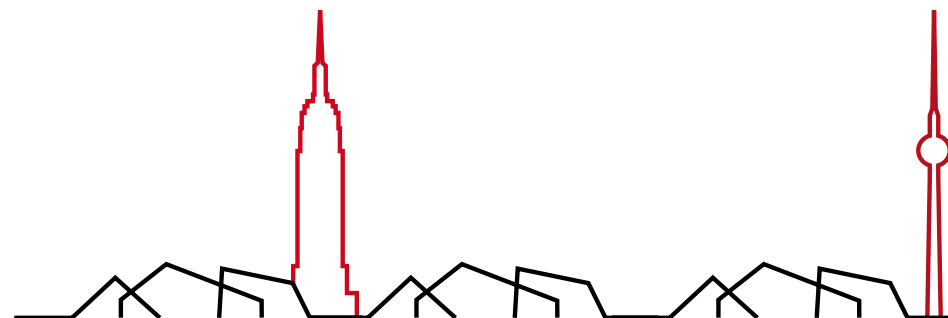
From the automobile to X-Ray to MP3, Germany has long been on the forefront of innovation. So what big invention is next?

The German Center for Research and Innovation (DWIH) New York seeks to promote German achievements in scientific research and to advance innovation and technology in the United States. Through public events and communication, by establishing partnerships and attending conferences and fairs, the DWIH New York connects German and American thought leaders to promote collaboration and exchange across disciplines and across the Atlantic.

The DWIH's focus areas mirror topics predicted to be critical in the future: in Germany, the US and globally. Current topics include artificial intelligence, big data, the future of work, climate and energy, urban planning, biotechnology, precision medicine and other topics.

The DWIH New York is part of a global network of five centers overseen by the German Academic Exchange Service (DAAD).

Continue expanding your networks beyond SXSW by connecting with the DWIH New York.



MUSICTECH GERMANY

FEDERAL ASSOCIATION FOR MUSIC TECHNOLOGY IN GERMANY

MusicTech Germany is the world's first Federal Association for Music Technology. At the core of its mission: Bridging the gap and promoting collaboration between the traditional music and other creative industries and music tech pioneers.

The association seeks to promote the joint interests of its members and to support innovators in fulfilling their mission by initiating interactive multi-disciplinary events and by communicating with and counseling of international policy makers, industry executives, media representatives, as well as artists, music enthusiasts and the general public.

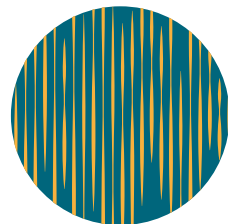
As an independent organization, MusicTech Germany is the main point of contact for music technology in Germany. It connects the dots for its members who address the challenges of the music industry value chain in the digital age: Ranging from notation and production software to musical instruments and interfaces, from streaming platforms to Blockchain services and Artificial Intelligence applications to new live experiences and ticketing solutions.

Furthermore, the association fosters the knowledge transfer between visionaries from all intersections of the creative industries. It serves as a mediator and independent catalyst to help accelerate avant-garde approaches, determined to further the innovative potential and future success of artists and pioneers by improving the creative environment and underlying economic infrastructure.

MUSICTECH GERMANY –
FEDERAL ASSOCIATION FOR MUSIC
TECHNOLOGY IN GERMANY

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MUSICTECH
GERMANY

DEUTSCHLANDJAHR



BUILDING BRIDGES © Wunderbar Together

WUNDERBAR TOGETHER

From October 2018 until the end of 2019, Germany will be celebrating a year of German-American friendship with over 200 partners and 1,000 events across all 50 states. We will be showcasing the entire spectrum of German-American relations including collaborations in the field of science, the arts, culture, language, business, and sports. We want to create an exchange of ideas with all Americans, not only in New York, Washington D.C. and Los Angeles, but also in the heart of the country.

Wunderbar Together is an initiative funded by the German Federal Foreign Office, implemented by the Goethe-Institut, and supported by the Federation of German Industries (BDI).

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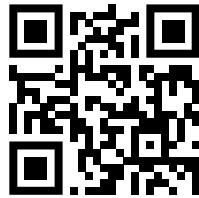
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WUNDERBAR – GERMANY AT SXSW 2019

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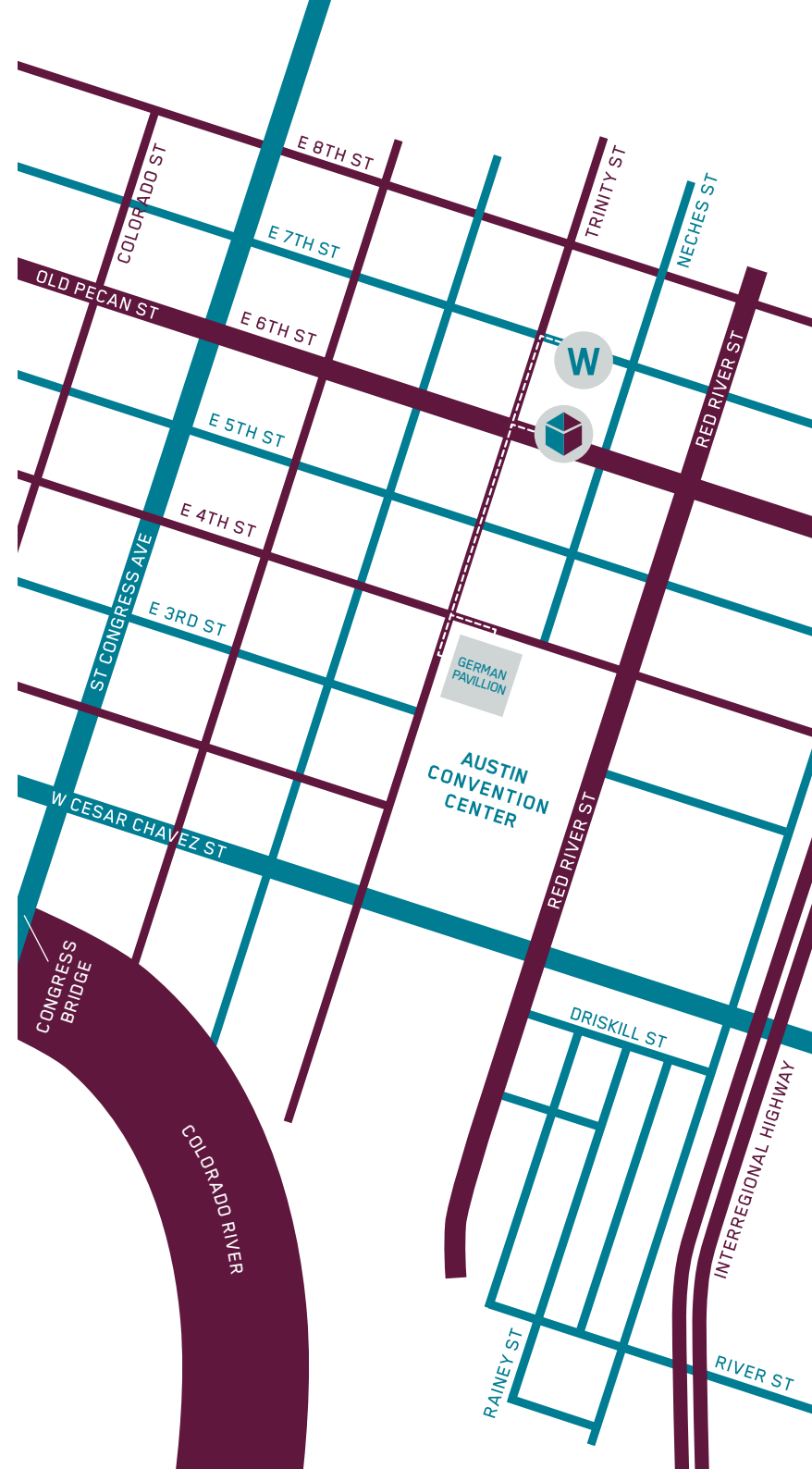
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GERMAN HAUS

410 E 6TH STREET

SAT, MARCH 9 -
THU, MARCH 14

WORK & THINK TANKS

SAT-TUE | 9AM-1PM

NETWORKING LUNCH
SUN-TUE, THU | 1-2PM

SXSW DELEGATES
SAT-THU | 2PM-2AM

MIDNIGHT AV SPECIAL
SUN-THU | 11PM-1AM

W

WUNDERBAR MUSIC DAY

SEVEN GRAND
405 E 7TH STREET

WED, MARCH 13
1PM-6PM

WUNDERBAR BBQ
1PM-3PM

SXSW DELEGATES
AFTER 2PM

WUNDERBAR
SXSW SHOWCASE
WED, MARCH 13
8PM-2 AM

GERMAN PAVILION

BOOTH 211
EXHIBIT HALL 4
4TH ST & TRINITY
ENTRANCE

OPENING
SUN, MARCH 10
AT 11:30 AM

CLOSING
WED, MARCH 13
AT 11:30 AM

OPENING HOURS
SUN, MON, TUE
11AM-6PM
WED 11AM-2PM

GERMANY AT SXSW 2019

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