



GERMAN HAUS

Press release

Innovation, Music and Creative Tech: German Start-ups and Artists Gear Up to Gain Fresh Inspiration at SXSW 2019

7 years of GERMAN HAUS at the world's largest convention for interactive media, music, games, film and much more.

Berlin, February 14th, 2019

Over 70.000 trade show visitors and more than 2.000 bands are set to join numerous start-ups and founders from cities like London, Amsterdam, Montreal, Los Angeles, Beijing, and the rest of the world at this year's **SOUTH BY SOUTHWEST (SXSW 2019)** in Austin, Texas. SXSW is the largest and most important information hub and marketplace for the world's creative industries and digital communities.

For the seventh year in a row, the joint German presentation – **GERMANY AT SXSW: WUNDERBAR, GERMAN HAUS AND GERMAN PAVILION** – will once again feature over 1.000 companies, investors, innovators, artists, and start-up regions like Munich and Hamburg. Delegates are invited to take part in the extensive program from **Saturday, March 9th to Thursday, March 14th** at the **GERMAN HAUS**, as well as at the **GERMAN PAVILION** at the **SXSW TRADE SHOW**. At its new location at **GRAEBER HOUSE** on 6th Street in downtown Austin, the **GERMAN HAUS** will also showcase many of the **21 German bands and solo artists** during its nightly live sessions and will once again be the key platform for showcasing music and innovation from Germany. Funded by the **Cultural and Creative Industries Initiative** by Germany's **Federal Ministry for Economic Affairs and Energy**, GERMANY AT SXSW will again be organized by **Initiative Musik** and its many partners.

At SXSW 2019, German start-ups and professionals from a wide range of established industries are looking for inspiration and potential collaborative partners. At the **GERMAN HAUS**, delegates particularly from the digital and creative industries as well as from Germany's political sphere seek to exchange insights on best practices with international experts, promoting an even stronger global business network. From March 9 to March, 12th, the program will focus on innovation and topics such as the future of mobility, new media and the integration of new technologies with a specific focus on the implementation of artificial intelligence and immersive media. Two program highlights will be the Lufthansa FlyingLab Conference and the opening panel discussion curated by CONVENT, a subsidiary of ZEIT Publishing Group, featuring **Dorothee Bär** (Minister of State for Digitization at the Federal Chancellery of Germany.) All **content formats, matchmaking sessions, and networking events** will be open to SXSW badge holders though delegates are kindly asked to register online in advance for the **GERMAN HAUS**.

On Tuesday, March 12th and Thursday, March 14th, the **GERMAN HAUS** will feature a two-day focus on **Creative Technology**, additionally funded by the Federal Ministry for Economic Affairs and Energy: *"This young and rapidly growing branch of the German Cultural and Creative Industries will gain remarkable*

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GERMAN HAUS @ SXSW

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*momentum over the next few years. It will have a significant impact for our creative communities who are always looking for new ways to express themselves artistically as well as for the established industries who will be able to raise their global market strength and innovative potential,” says **Bernd-Wolfgang Weismann**, Head of the Cultural and Creative Industries Initiative Division at Germany’s Federal Ministry for Economic Affairs and Energy.*

Every year, SXSW transforms the beautiful city of Austin into the largest stage in the world – with acts from Germany right in the middle of it all. On **Wednesday, March 13**, numerous German artists including **Gurr**, **Jazzrausch Bigband**, **Suzan Köcher**, and **Wolf & Moon**, will perform for an international audience including industry experts, festival organizers, tour agents, music managers and journalists at the **WUNDERBAR: GERMAN MUSIC DAY** as well as the official **WUNDERBAR: GERMAN MUSIC NIGHT** showcase evening, both curated by **Initiative Musik**. *“We are delighted to be showcasing 21 unique and truly promising acts this year. Delegates are invited to join us on this journey into the thriving and multifaceted German music scene at the **WUNDERBAR: GERMAN MUSIC DAY**,” says **Prof. Dieter Gorny**, chairman of the Advisory Board of Initiative Musik. While the German artists appearing at SXSW diverge in terms of style and presentation, they all share the goal of leaving a mark on the North American music market, the largest in the world. And what better place to start than SXSW Music Festival with over 160.000 visitors set to join the annual showcase marathon.*

Please visit www.german-haus.com for additional information (relaunch on February 15, 2019.)

Selected Program Highlights | **GERMANY AT SXSW**

Future Technologies & New Industries | Saturday, March 9th, 2019, GERMAN HAUS

- Opening Panel curated by CONVENT with Dr. Markus Pertlwieser, Chief Digital Officer Deutsche Bank and Dorothee Bär, Minister of State for Digitization at the Federal Chancellery of Germany,
- Lufthansa FlyingLab Conference with numerous international speakers and featuring Moritz Simon Geist with a Sonic Robots showcase.

Future of Work & Ethics of Technology | Sunday, March 10th, GERMAN HAUS

- Panel with Björn Böhning, Secretary of State at the German Federal Ministry of Labor and Social Affairs, Futurologist and Strategic Advisor Olaf Groth, and many other international guest speakers,
- Fireside Chat with Robo-Psychologist Dr. Martina Mara (Ars Electronica FutureLab, Linz) and Holger Volland, Technology Expert, author, and Member of the Board at Frankfurter Buchmesse.

WUNDERBAR Music Day | Wednesday, March 13th

- German Music Day-Showcases with Gurr, Jazzrausch Bigband, Suzan Köcher and Wolf & Moon @ SEVEN GRAND, AUSTIN.
- Panel & Roundtable / Think Tank: Night Time Economy & Music Cities with Ariel Palitz (Night Mayor NYC) and Lutz Leichsenring (vibelab) and many international guests – in cooperation with the German Centers for Research and Innovation (DWIH New York) @ GERMAN HAUS

At a Glance:

SXSW 2019 FROM MARCH 8 – MARCH 17, 2019 IN Austin, Texas

GERMAN HAUS FROM MARCH 9 – MARCH 14, 2019
AT GRAEBER HOUSE | 410 EAST 6TH STREET

WUNDERBAR: GERMAN MUSIC DAY ON WEDNESDAY, MARCH 13, 2019
AT SEVEN GRAND | 405 EAST 7TH STREET & GRAEBER HOUSE

Find additional information on www.german-haus.com

Spread the Word | Official Hashtags: #GermanHaus, #SXSW



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HAUS**

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