



FACTS, FIGURES & QUOTES Reeperbahn Festival 2017

Powerful messages from the Reeperbahn Festival 2017 | Jury around Tony Visconti, Shirley Manson, BOY and others award Jade Bird with the international Newcomer prize ANCHOR 2017

“The purpose of art is to shake up society. This is our task”, Herbert Grönemeyer stated in the discussion on music and attitude, emphasising why one of the most important themes of the twelfth Reeperbahn Festival, ending yesterday, reflected on the question of political responsibility within the international music scene. This relevance, not only owed to today’s parliamentary elections in Germany, but to a general intensification of socio-political topics debated in the international music scene.

The festival’s diverse music program comprised over 600 concerts played by over 420 bands and artists from all over the world and included the stunning German live premiere of former Oasis front man Liam Gallagher as well as the euphorically celebrated show of ex-Gossip singer Beth Ditto.

The Reeperbahn Festival 2017 also addressed the highly topical gender gap issue, culminating in the official launch of #keychange. Keychange is a project funded by the European Union and supported by Reeperbahn Festival that is dedicated to strengthening the role of women within the European music industry. “It’s a fact that women deserve the same opportunity as men - and currently that’s not the case,” ANCHOR jury member and Garbage singer Shirley Manson summarized the long due discussion.

Over the course of four days, over 40,000 visitors, 4,700 of them professional guests from more than 57 nations, took part in the twelfth edition of Reeperbahn Festival. Apart from the audio-visual multi-media show “Currents” by pianist and electronic artist Martin Kohlstedt, presented at the 360° Dome in the centre of the new Festival Village on Heiligengeistfeld on four nights, on Saturday evening the Canadian artist Owen Pallett, together with the musicians of s t a r g a z e, celebrated his first concert in two years at the Elbphilharmonie, a first-time venue of the Reeperbahn Festival.

Alexander Schulz, Director & Founder Reeperbahn Festival: “We have experienced a Reeperbahn Festival of the highest quality – offering a programme of unprecedented level in terms of concerts as well as film, art and conference. And I do not only refer to the increased number of options for all sectors to do international business. We have also experienced the strongest Reeperbahn Festival in terms of social policy. The goal we set ourselves yesterday, to close the gender gap at our own event by 2022, is only one example.”

ANCHOR – REEPERBAHN FESTIVAL INTERNATIONAL MUSIC AWARD

The ANCHOR 2017, the accolade for the most promising emerging talent, showed eight nominees in competition and went to the British songwriter Jade Bird. The jury chaired by Bowie producer Tony Visconti consisted of Garbage singer Shirley Manson, Valeska Steiner and Sonja Glass of BOY, Emily Haines of Metric and Broken Social Scene and BBC host Huw Stephens, justified their decision: “We have decided upon an artist with impressively broad range, who displays strong songwriting and musicianship, bringing something fresh and unconventional to her genre.”

COUNTRY FOCUS 2018

Canada as country partner of the Reeperbahn Festival 2017 will be followed by France in 2018. The French music export agency Le Bureau Export has been a reliable partner since the very first Reeperbahn Festival, as Marc Thonon, CEO Le Bureau Export, confirms:

“In 2006, at the very first edition of Reeperbahn Festival, Le Bureau Export was one of the first export offices to partner up with the event. Over the past 12 years, this partnership has made possible numerous showcases, networking events and conferences where the artistic variety of music made in France has had the chance to shine through.



2018 will be the height of this longstanding cross-cultural collaboration with even more sessions, meetings and opportunities for French music industry professionals to share their work and experiences. The timing could not be better, as Le Bureau Export celebrates its 25th anniversary of helping French and international music professionals work together to promote artists “made in France” around the world."

REEPERBAHN FESTIVAL MUSIC FILM CONTEST

A further innovation this year was the first Reeperbahn Festival Music Film Contest, starting off already on Tuesday evening with the keynote of Eurythmics band leader, musician and producer Dave Stewart. The jury, composed of Emily Atef, Frank Otto and Peter Rommel, selected the Canadian contribution “Rumble: The Indians Who Rocked The World” as winner from among 25 international music films; “Rumble“ deals with the issue of the formative influence of indigenous musicians, such as that of Link Wray, Jimi Hendrix and many more, on international pop music.

The jury’s reason: “A significant and thrilling educational film on the still obscure story of the massive influence of Native Americans on the foundations of our rock and pop music. “Rumble” is a powerful political statement seeking justice. The jury considers this film as a touching gift which must be seen and heard."

INTERNATIONAL MUSIC JOURNALISM AWARD

Cherie Hu (Forbes/ Billboard, US) was selected Music Business Journalist of the Year by the professional visitors. You will find the winners of all other IMJA categories of 2017 here.

VUT INDIE DAYS

The VUT, Association of Independent Music Enterprises, extended the cooperation of the VUT Indie Days with the Reeperbahn Festival by another three years.

Detlef Schwarte, Director Reeperbahn Festival Conference:

“I am particularly pleased that also in the next three years the VUT will make its Indie Days part of the Reeperbahn Festival. The increase by 15 nations to a total of 57 participating countries, for the first time including, for example, delegations from Mexico and Korea, also underpins the still growing international relevance of Reeperbahn Festival.”

AWARDS 2017

Apart from the ANCHOR 2017, the following prizes were awarded in the course of the Reeperbahn Festival 2017:

Der Helga!® Festival Award Gewinner:

- Most inspiring festival idea: A Summer’s Tale
- Most picturesque festival environment: Feel
- Finest booking: Maifeld Derby
- Most passionate festival performance: Benjamine Clementine at Halderm Pop
- Most charming new-born (in the past five years): A Summer’s Tale
- Best conscience: Halderm PopBest festival: Watt en Schlick (audience prize)



VIA! VUT Indie Awards winners:

- Best newcomer: Nosoyo
- Best label: Audiolith
- Best act: Die Höchste Eisenbahn
- Best album: Gurr for "In My Head"
- Best experiment: Jan Böhmermann for Echo 2018 / Feine Sahne Fischfilet (delicate cream fish filet)
- VIA! Indieaxt: Trikont

Reeperbahn Festival International Music Film Contest winner: Rumble - The Indians Who Rock The World by Catherine Bainbridge and Alfonso Maiorana.

Reeperbahn Festival International Music Journalism Award winner: Cherie Hu (Forbes/ Billboard, US).

ISA International Sound Awards winners:

- Best Audio Branding: LAT AM Airlines Audio Branding submitted by Sound Thinkers Porto Alegre, Brazil
- Best Audio Branding: Siemens Audio Branding submitted by why do birds, Berlin Germany- Best Ambient Sound: Kuka Brand Experience submitted by kling klang klong GbR Berlin, Germany / Meso Digital Interiors GmbH
- Best Digital Product Sound Design & Research & Development: Interactive 3D Sound by USOMO submitted by FRAMED Immersive Projects GmbH & CO KG, Berlin, Germany
- Best Social Culture, Health & Universal Design: The Impossible Run submitted by Lexter Sounddesign, McCann Stockholm, Bacon Productions, Sweden

Startups@Reeperbahn winner: Inspirient GmbH

Reeperbahn Festival 2017 in numbers: 40,000 visitors over four days | 4,700 industry professionals from 56 countries | 288 media outlets from 23 countries | more than 900 events including: 600 concerts and showcases; 240 sessions, networking meetings, and awards ceremonies; 100 music-related events in the fields of art, film, and literature | 90+ venues