

Anchor – Reeperbahn Festival International Music Award

A seal of quality for international newcomers

The biggest challenge for young bands and artists these days is to be heard in the flood of new music on the market. At a time when new music is increasingly being suggested to us by algorithms, the emotionally engaging element is increasingly falling by the wayside. Whose judgment can you rely on? Which bands should you know in any case?

Launched by Reeperbahn Festival, the leading European platform for pop culture and meeting place for the international music industry, the Anchor is there to support music fans and international newcomers: for new bands and artists, it is both a seal of quality and a popularity booster - for fans, it's an indicator of what they absolutely should not miss.

How the competition for the Anchor Award works:

A panel of key players from the international music industry selects the nominees from the festival program in advance. During Reeperbahn Festival, the artists and bands then play their shows on two evenings as part of the competition, during which they must convince a prominently selected jury.

The jury's focus is on the quality of the coherent overall package: music, lyrics and performance must be outstanding and unique. The Anchor nomination is therefore already a real award! The Anchor Award will then be presented at a gala ceremony on the Saturday of the festival.

Previous Anchor Award Winners:

2016: Albin Lee Meldau (SWE)

2017: Jade Bird (GBR)

2018: Faces on TV (BE), Tamino (BE)

2019: Alyona Alyona (UKR)

2020: ÄTNA (GER)

2021: Yard Act (GBR)

2022: Cassia (GBR)

2023: Ichiko Aoba (JPN)

2024: strongboi (GER)

2025: Mei Semones (USA)

The nominees of previous years include:

Alice Merton (CAN, GER, GBR), Anna Aron (CHE), Arya Zappa (GER), Berq (GER), Beth McCarthy (GBR), Blanco White (GBR), Celeste (GBR), Conner Youngblood (USA), Daisy the Great (USA), DRAHLA (GBR), Eefje de Visser (NLD), EKKSTACY (CAN), Enji (MNG/GER), Fast Romantics (CAN), Feng Suave (NLD), Fenne Lily (GBR), First Hate (DNK), Florence Arman (AUT), Freya Ridings (GBR), Frum (FRO), Hannes (SWE), Holly Macve (GBR), HOPE (GER), Joseph J. Jones (GBR), KÄSSY (GER), Konni Kass (FRO), L Éclair (CHE), Lie Ning (GER), Lime Garden (GBR), Matt Maltese (GBR), May The Muse (GER), Milan Ring (AUS), Moonchild Sanelly (ZAF), Moyka (NOR), Olivia Sebastianelli (GBR), OSKA (AUT), Pabst (GER), Parcels (AUS), Paris Paloma (GBR), Philine Sonny (GER), PVA (GBR), shame (GBR), Suzane (FRA), The Haunted Youth (BEL), The Hormones (CAN), Tiwayo (FRA), Tuvaband (NOR), VLURE (GBR), waterbaby (SWE), WOMAN (GER), Cara Rose (GBR), Carpetman (UKR), Mei Semones (USA), RIP Magic (GBR), Soft Loft (CH), Sorvina (GER)

Jury members over the last nine years were Ana Ternheim (Singer- Songwriter, SWE), Arnim Teutoburg-Weiß (Musician, GER), BANKS (Musician, USA), Bill Kaulitz (Musician, GER), Bob Rock (Producer, CAN), BOY (GER), Brody Dalle (Musician, AUS), Cassandra Steen (Glashaus, GER), Darcy Proper (Mastering Engineer, USA), Emeli Sandé (Musician, GBR), Emiliana Torrini (Singer-Songwriter, ISL), Emily Haines (Metric, CAN), Emily Kokal (Musician, USA), Frank Dellé (Musician, GER), Huw Stephens (BBC, GBR), Jacob Banks (Musician, GBR), James Minor (Head of Music SXSW, USA), Jason Bentley (KCRW, USA), Joy Denalane (Musician, GER), Julia Stone (Musician, AUS), Kate Nash (Singer-Songwriter, Schauspielerin, GBR), Katie Melua (Musician, GBR), Linda Perry (4 Non Blondes, USA), Markus Kavka (Host, Author, DJ, GER), Melanie C. (Musician, GBR), Pablo Vittar (Singer, BRA), Peaches (Musician, Producer, CAN), Pelle Almqvist (Musician, SWE), Ray Cokes (Entertainer, GBR), Shirley Manson (Garbage, GBR), Skye Edwards (Morcheeba, GBR), Tayla Parx (Musician, Songschreiberin, Produzentin, USA), Tim Bendzko (Musician, GER), Tom Odell (Musician, GBR), Tony Visconti (Producer, USA), Y'akoto (Soul Singer, GER/FRA), Yvonne Catterfeld (Musician, GER), Zan Rowe (Radio Host, AUS), Tayla Parx (Songwriterinn), Suzi Quatro (Sängerin, Bassistin, Schauspielerin), Laurie Anderson (Schriftstellerin, Regisseurin, Musikerin, Vokalistin Komponistin), Bazzazian (Produzent, Komponist, Klangarchitekt), Max Giesinger (Singer-Songwriter).



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More information can be found on www.reeperbahnfestival.com/en/anchor