

SXSW 2014 – YOUR GUIDE TO
SWEDEN





INVSIN

SUNDAY 9TH MARCH

MEET THE SWEDES!

Swedish-American Chamber of Commerce
200 East 6th Street
4 PM - Late

Meet the Swedes for an After Work lounge at Swedish-American Chamber of Commerce, 200 East 6th Street. This time around we will have sweepstakes, funny talks, meetings and live music, beer and awesome burgers from Svante's Burgers. Brought to you by the Swedish-American Chamber of Commerce with Swedish companies and international guests. Live music by: Ellen Sundberg, Mire Key, Solander

HOSTED BY SWEDISH BOOT CAMP

PARTNER PRESENCE MEDIA AND PROMOTION

Talent Coach, Bilda, DigSin, Linnaeus University
SxSW Trade Show, booth 1024
11 AM - 6 PM

HOSTED BY SWEDEN @ SXSW MUSIC 2014

MONDAY 10TH MARCH

SWEDISH INVASION

Threadgill's, South on 301 West Riverside Drive
3 PM - 11 PM

Threadgill's is one of those legendary places where hippies and the people with 10-gallon hats met and made music. The place where Janis Joplin hammered out her voice. On Threadgill's we will go all in and have a real blast. Swedish Battle of the Bands, quick presentations, interviews on stage, burgers, beers and you! Threadgill's is good for 600 people so don't be a stranger. Bring new and old friends with you for a real fun evening.

Live music by: Ellen Sundberg, INVSIN, Mire Key, Simian Ghost, Solander, We Met Tomorrow.

HOSTED BY SWEDISH BOOT CAMP

PARTNER PRESENCE MEDIA AND PROMOTION

SxSW Trade Show, booth 1024
11 AM - 6 PM

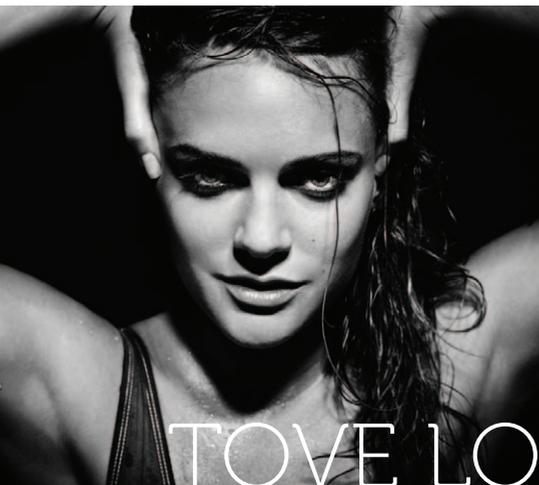
HOSTED BY SWEDEN @ SXSW MUSIC 2014



TUESDAY 11TH MARCH

TOVE LO

The Spotify House, 901 & 917 E 6th St.
11 AM – 7 PM
For exact time, visit www.spotifyhouse.com



Tove Lo is one of the most exciting pop acts about to break out in the past year. Her 2014 debut EP *Truth Serum* is raw, unbridled and packed full of sky-scraping pop hooks. From the sleek, electronic pulse of the ludicrously catchy "Not On Drugs" to the devastating melancholia of the musically upbeat "Over", it's a collection that sets a new standard for emotional pop music.

facebook.com/toveloofficial

MARIGOLD

Acoustic mini-set, 2 songs
SxSW Trade Show, booth 1024
2 PM

Marigold is bittersweet California-inspired pop with influences from the seventies and the early eighties' Swedish prog and synth culture. Marigold reminds the listener of Depeche Mode, Pet Shop Boys and Foster the People. They have also been referred to as timeless and geographically undeterminable. Regardless, this band will give the audience well produced pop in a complete live show.

www.marigold.nu

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KRISTAL & JONNY BOY

Acoustic mini-set, 2 songs
SxSW Trade Show, booth 1024
4 PM

A Swedish pop performance duo formed in Amsterdam that uses theatrical expressions such as dance, music and electro-mechanical props. Their songs range from happy-naïve to mystic-melancholic and their musical philosophy and their individual expression combine acoustic singer – songwriter styles with electronic elements and dancing.

HOSTED BY SWEDEN AT SXSW MUSIC 2014



WEDNESDAY 12TH MARCH

LIKE SWIMMING

Acoustic set 2 songs
Booth 1024
1:30 PM

The Swedish pop trio Like Swimming's second single "Go Buffalo", have more than 170 000 views on youtube and wonderful reviews by MTV Buzzworthy, USA Today, Rockmafia, and others. Their blend of beautiful vocal harmonies and energetic rhythm reminds of early Arcade Fire, Of Monsters and Men or Local Natives. They have an album coming up, recorded at ABBA:s RMV Studios in Sweden and mixed by Brian Malouf (Michael Jackson, Pearl Jam).

www.likeswimmingmusic.com

HOSTED BY SWEDEN @ SXSW MUSIC

WE MET TOMORROW

Acoustic set 2 songs
Booth 1024
2:30 PM

WMT is a young three piece band that's creating quite a stir in the US. Industry professionals and fans agree; this trio should be the next big thing to reach an international audience. With influences from Americana, Blues, Singer/Songwriter, Folk, and Rock, you cannot remain indifferent to the songs and performance of We Met Tomorrow.

www.wemettomorrow.com

HOSTED BY SWEDEN @ SXSW MUSIC

SOLANDER

18th floor at Hilton
9 PM – 9:40 PM

Solander like to say that their music is a search for higher ground and deeper forests for them to explore. If you're willing to follow them into the woods and up those hills, the group's ornate, folk-inspired beauty will also allow you delve into the depths and heights that a person's spirit can reach.

www.solander.se

OFFICIAL SXSW SHOWCASE

THE MARY ONETTES

The Majestic, 419B E 6th St.
10:00 PM - 10:40 PM

The bands solemn eighties inspired noir pop has a magical mystery to it that's impossible to ignore. Grandiose yet never overbearing. The Mary Onettes released their third album "Hit The Waves" in 2013 and have been touring extensively in Europe and China ever since.

www.themaryonettes.net

OFFICIAL SXSW SHOWCASE

INVSN

The Lucille, 77 Rainey St.
10:00 PM - 10:40 PM

INVSN (pronounced "invasion") was birthed from the subcultural landscape, imbued with the passionate spirit of hardcore-punk and emboldened by the rich history of rock n' roll. Members of INVSN spent time in the tirelessly revered Refused, garage revivalists The (International) Noise Conspiracy and thrashers D.S.-13.

www.invsnmusic.com

OFFICIAL SXSW SHOWCASE

TRUCKFIGHTERS

Live Nation Day Showcase
12 noon at the G-Pen Annex, 522 East 6th

Heavy Metal Parking Lot Party
3 PM at the the Lost Well, 2421 Webberville Rd.

Heavy Metal Pool Party
6 PM Club Metropolis, 2200 S Pleasant Valley Rd.

To hear Truckfighters' music is to hear the sounds of the desert. It's in their wide open expanse, it's in their grand open groove and dust-caked metal riffs. You can hear progression and imagination. This is a band bred on the California badlands, on sprawling vistas and parched wilderness. There is just one thing. They're from Sweden.

www.truckfighters.com

KRISTAL AND JOHNNY BOY

Austin Convention Center, Next Stage EH 3/4
12:30 PM - 1:00 PM
@ SxSW Music 2014

Lit lounge
8 PM - 8:40 PM
@ SxSW Music 2014

OFFICIAL SXSW SHOWCASE

THURSDAY 13TH MARCH

TOVE LO

Javelina Bar, 69 Rainey St.
1 AM - 1:40 AM

WE MET TOMORROW

City of Austin, House of Songs
Austin City Hall
1:15 PM - 1:30 PM

HOSTED BY SWEDEN @ SXSW MUSIC 2014

SOLANDER

Tenderversion/Nomethod
Hi Hat Public House, 2121 East 6th Street

LIKE SWIMMING

Dig Sin Label Show
The Majestic, 419 B E. Sixth Street
3PM - 3.40PM

MARIGOLD

City of Austin House of Songs
Austin City Hall
3:30 PM – 4 PM

Palm Door on Sabine, 401 Sabine St.
10:00 PM – 10:40 PM

HOSTED BY SWEDEN AT SXSW 2014

SWEDISH MUSIC PANEL

Jonas Bjälesjö, Pia Kalischer, Dennis Lyxzén
Convention Centre 18 D
5 PM – 6 PM

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SIMIÄN GHOST

Berlin Music Week
Lucille
8 PM – 8:40 PM

Simian Ghost became the first Swedish act since ABBA to get a lead review in The Times. The Guardian called it “an early contender for the album of the year”. The new album “The Veil” will be released in April.

SEA LION

St David's Historic Sanctuary
8:10 PM – 8:40 PM

Sea Lion is the stage name of singer-songwriter Linn Osterberg. Her music is as wondrous as your daughter's first dance recital. Coupled with lyrics that humble the assuming mind, Sea Lion is a surprising treat for the discerned listener.

OFFICIAL SXSW SHOWCASE

TRUCKFIGHTERS

Artist Group International Showcase
Trinity Hall Old School Bar & Grill, 401 E 6th St.
9:50 – 10:30 PM

OFFICIAL SXSW SHOWCASE

LITTLE DRAGON

Dickies Roadhouse
Bangers, 79 Rainey Street
10 PM

Gothenburg's Little Dragon has steadily grown from being the biggest underground secret to international acclaim after three successful albums and touring all over the world. Their energetic live set and unique recording process has made fans out of some of the biggest names in music including Pharrell Williams, Questlove, and OutKast.

www.nabumarubberband.com



REBECCA & FIONA

Haven, 409 Colorado St.
10:15PM - 10:55 PM

Rebecca Scheja and Fiona Fitzpatrick not only reign Sweden's club scene, they have become icons for a whole generation of Swedes. In May 2010 they released “Luminary Ones” which became one of the most played songs on national radio and in November 2011 they put out their debut album “I Love You, Man” and their hit collaboration with Kaskade; “Turn It Down”. They received the Best Electronic & Dance Award at the Swedish Grammy 2012.

www.rebeccaandfiona.com

OFFICIAL SXSW SHOWCASE

THE MARY ONETTES

Berlin Music Week Showcase
Lucille, 77 Rainey Street
Time: Late!

FRIDAY 14TH MARCH

KRISTAL AND JONNY BOY

Presented by FILTER and Sweden @ SxSW Music
Cedar Street Courtyard
11:15 AM – 11:45 AM

Roky Erickson's Ice Cream social
House of Songs, Sweden @ SxSW Music
3:00 PM

TOVE LO

The Windish Agency + House of Vans Day Party
The Mohawk, 912 Red River
12:45 PM

MARIGOLD

Roky Erickson's Ice Cream social
The House of Songs, Sweden @ SxSW Music
Threadgill's
1:10 PM – 1:30 PM

LITTLE DRAGON

The Universal Music Group SXSW Showcase
Experience 14 at the The Palm Door On Sixth
01:45 PM

INVSN

Presented by FILTER and Dr. Martens
Bar 96, 96 Rainey St
3 PM – 3:40 PM

SOLANDER

MXTS Music by the Slice
Homeslice Pizza, 1415 S Congress Ave
4:20 PM

SOFIA TALVIK

Red Shed Tavern, 8504 S. Congress Ave.
6:15 PM



Sofia Talvik is the next rising star from Sweden. She has emerged like a lady of the forest, bringing a new interesting side to folk music. She's playing a unique blend of folk-pop (someone said Neo-Folk). This American genre filtered through her Swedish heritage, becomes something totally unique, a blend that has attracted attention from American reviewers, blogs and music lovers, allowing her tour the US several times.

www.sofiatalvik.com

LIKE SWIMMING

Sweden @ SxSW Music
BD Riley's, 204 E 6th St.
10:00 PM – 10:40 PM

OFFICIAL SXSW SHOWCASE

Presented by FILTER and Sweden @ SxSW Music
Cedar Street Courtyard
12 PM – 12:30 PM

TRUCKFIGHTERS

Reggie's Showcase
The Lodge, 411 E 6th St.
Time: TBD

SATURDAY 15TH MARCH

SOLANDER

Maison d'Etoile
Time TBD

SXSnackbar
12 PM – 12:40 PM

LIKE SWIMMING

Music for Listeners
El Sapo, 1900 Manor RD.
12 PM – 13 PM

SOFIA TALVIK

Touche Bar, 417 E 6th St.
7:30 PM

TOVE LO

Empire Garage, 604 E 7th St (Age Policy: 21+)
8:45PM – 9:15PM

WE MET TOMORROW

Sweden @ SxSW Music
Karma Lounge, 105 E 5th St,
9 PM – 9:40 PM

Official SxSW showcase

MIRE KAY

Stephen F's Bar, 701 Congress Ave
10 PM – 10:40 PM

Mire Kay's debut "A Rising Tide Lifts All Boats" mixes stripped down songs of a fragility and introversion with more musically experimental arrangements. Mixed in the US by the masterful hands of Tom Herbers (Dark Dark Dark) the production allows the sparse sounds to take place and stand out amongst the moody Scandinavian landscapes of darkness and beauty they conjure.

www.mirekay.com

OFFICIAL SXSW SHOWCASE

EVERY DAY

SWEDISH BOOT CAMP

Visit Swedish Boot Camp at the SXSW Trade Show, booth 1023, 1025
10:00 AM - 6:00 PM

Swedish Boot Camp is an umbrella for creatives, digitizers, geeks, musicians, start-ups and what not, Swedes at SXSW to inspire and be inspired. To create relations, find friends and business. Swedish Boot Camp is an opportunity for creative digitizers, geeks, musicians, and more to make social and business connections while learning about the Swedish creative industries.

SWEDEN AT SXSW MUSIC 2014

VISIT US AT BOOTH 1024

Sweden @ SxSW Music is an initiative that has evolved over the years, and aims to strengthen production, programming, and marketing of new Swedish artists during SxSW in Austin - especially towards the Swedish media. Today the initiative also covers cooperation with FILTER Magazine in Culture Collide in LA and CMJ in New York.

EXPORT MUSIC SWEDEN

Export Music Sweden are founded by the music industry associations: STIM, SAMI and IFPI/SOM and work to help Swedish artists, musicians, organizations, labels and publishers to promote their music outside of Sweden.

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EXPORT MUSIC SWEDEN