



EXPORT MUSIC SWEDEN & JAYS PRESENTS:  
SXSW 2015 – YOUR GUIDE TO

# SWEDEN



## SWEDISH ARTISTS

### AMASON

Perhaps the spirit of a female warrior coupled with the liberatingly swinging '60s is a suitable description of this five-piece band of Swedish-born and based touring musicians. Or perhaps their name, chosen spontaneously by Pontus Winnberg of Miike Snow, is just one aspect of this multi-talented, musically minded group of friends that first came together in 2012. Their debut album, *Sky City*, is due for worldwide release in early 2015 / Sarah Snaveley. Meet the band on page 8.

[amazonband.com](http://amazonband.com)

### BELDINA

Swedish songstress Beldina recently opened up for Pharrell during his tour stop in Stockholm and also headlined Boiler Room in Gothenburg alongside DJ Bella Boo. Now, the R&B songbird debuts a soulful new single entitled "Ocean". Here, the budding vocalist shows us just how effortless beauty can be, as she sings of falling deep below the waters over cascading bells and light piano keys.

[facebook.com/beldinamusic/info](https://facebook.com/beldinamusic/info)

### CAZZETTE

From the house that brought you Avicii, comes Cazzette. The Swedish DJ duo is currently tearing up clubs worldwide with "Beam Me Up (Kill Mode)," a club banger with a hard-charging kick drum, an epic vocal track and dub bass drops designed to get the party going. They have been on the rise since making a huge splash in 2011 with their official remix of Avicii's "Sweet Dreams," which they then followed up with an official remix of Swedish House Mafia's "Save the World". EDM luminaries like David Guetta, Tiësto, Thomas Gold and Martin Solveig have lined up to give their support to the talented dub house duo who are readying their first album release for November 2012.

[cazzette.com](http://cazzette.com)

### CIKATRIŞ

Keytar-progpunk in French from Stockholm, Sweden. CIKATRIŞ third EP "Aie ! le trois" is out now. Using a Keytar as the sonic nucleus, CIKATRIŞ creates a relentlessly frenetic blast of songs that mix French sixties with Swedish garage punk and the rawer sounds

of eighties synth. The live cast of the band includes members of Swedish bands Isobel & November, Holograms, RAS and Henry Fiat's Open Sore.

[cikatris.bandcamp.com](http://cikatris.bandcamp.com)

## ELLIPHANT

"I've got four faces," Elliphant declares. "One of them is the crazy club girl. Then, there's my hip-hop side. I can also get all R&B on you. A lot of the time, I just feel like a hippie." Praised for her unique style and futuristic sounds, Elliphant was nominated for the 2014 P3 Gold Award "Newcomer of the Year".

[elliphant.com](http://elliphant.com)

## FRIDA SUNDEMO

Lit up by neon, powered by heart, lungs and a med school mind, Frida Sundemo has taken her gut feeling as far as it will go for this five-track EP of protean, gossamery electro-pop.

Hospital patients and mathematical logic inform her writing and in the live sphere, Frida's songs are born again – time after time.

[fridasundemo.com](http://fridasundemo.com)

## GOOD HARVEST

Outstanding vocal harmonies and intricate, playful guitar playing are Hanna Enlöf's and Ylva Eriksson's signature sound. In February 2014 they were given prize as "Newcomer of the Year" at Dalecarlia Music Awards. Good Harvest's is inspired by both American and Swedish folk music and has been compared with Simon and Garfunkel and Gillian Welch.

[facebook.com/goodharvestmusic](https://facebook.com/goodharvestmusic)

## INDEVOTION

Indevotion is the perfect blend between energetic rock and catchy pop that makes you want to hit the dance floor. This playful Swedish band has one strong goal: to get the crowd devoted. With hit-songs such as "GoGoGoGoGo!" and "Originals" they want people to get devoted to them selves, the future and each other.

[indevotionmusic.com](http://indevotionmusic.com)



PHOTO: KLARA G

## KATE BOY

Drawing inspiration from groundbreaking music by Peter Gabriel and Kate Bush, this Stockholm-based quartet makes strident electro-pop with a twist. Kate Boy, comprised of Australian singer-songwriter Kate Akhurst (vocals) and Swedish musicians Hampus Nordgren Hemlin, Oskar Sikow Engström, and Markus Dextegen, produced Northern Lights themselves.

[kateboy.com](http://kateboy.com)



## KILL! KILL! PUSSYCAT!

The band's high energy rock sound is born out of love for bands like The Ramones, The Mc5, AC/DC, The Hellacopters and Motorhead. With their celebrated live shows they've built a national following in Sweden. During the spring of 2014 the band did a one-week tour in Spain and then toured as the support act for Takida – one of Sweden's biggest rock acts.

[facebook.com/KKPCat](https://facebook.com/KKPCat)

## LALEH

The remarkable journey of new Island Records star Laleh began in the northern Iranian border of Bandar-e Anzali, where she was born, fleeing that war-torn country a year later, first to Azerbaijan, then to Minsk in Russia, and finally, at the age of 9, a refugee camp in Tidaholm, Sweden. Her music, as one can hear in the international hit single, "Some Die Young," reflects that refugee background by wrenching songs from experience, order from chaos, hope from despair and, ultimately, life from death. "Some Die Young" topped the charts all over Scandinavia, going to #1 for eight consecutive weeks in Norway and sold 14 times platinum, where it became a healing anthem and the album sold double platinum in Sweden. The song received four Grammy nominations for Song of the Year, Composer of the Year, Pop Artist of the Year. With Island Records, America gets to experience this remarkable singer-songwriter-producer Talent for itself with her debut EP "Boom" out now.

[laleh.se](http://laleh.se)

## MAKTHAVERSKAN

Makthaverskan released their second album Makthaverskan II in the US in 2013. Makthaverskan play dreamy pop punk, with jangly guitars and strong lyrics about love and life, and being young in the 2010's. In Scandinavia they release their records on Luxury Records, and in the US on Run for cover records.

[facebook.com/makthaverskanofficial](https://facebook.com/makthaverskanofficial)

## MOON CITY BOYS

A band unafraid to grow up in public, harking back to a time where indie simply meant 'independent', and a culture where a truckload of ideas was more valuable than a library of chords. Moon City Boys formed in Stockholm by three longstanding friends Kelly Wedin, Sofia Eklund, Ella Rolf and Siri Jennefeltm. Moon City Boys started playing together in Ella's mothers garage, armed with a makeshift drum-kit.

[mooncityboys.bandcamp.com](http://mooncityboys.bandcamp.com)



## NINSUN POLI

With songs like *Faces* and *Do It* it's easy to see why Ninsun Poli is tipped as a bright young star in native Sweden. Haunting and minimal production that drops like a depth charge, to perfectly compliment the brooding nature of Ninsun Poli's vocals. Her live shows have been hailed as incredibly impressive, clear performances and she's smashed the Swedish festival circuit. Ninsun Poli will release her new single *Great Leap Forward* shortly in the UK and the US.

[ninsunpoli.com](http://ninsunpoli.com)

## ROSHAMBO

Roshambo, an indie band from the lonesome woods of Sweden. Their sound has been described as energetic and melodic with influences from bands such as *Kings Of Leon* & *WU LYF*. Roshambo have been around since 2009 and already have two LP's and one EP behind them. During their time they have also supported bands such as *Mando Diao* and *Elliphant*.

[facebook.com/RoshamboSweden](https://facebook.com/RoshamboSweden)

## SEINABO SEY

At the age of twenty-four Seinabo Sey is in a position where the only possible direction is forward. Listening to her music is like hearing contemporary pop music skip a notch and jump straight up to the next level. Her debut single »Younger« catapulted Seinabo Sey to the very frontlines of contemporary pop music and attracted considerable attention both in her native Sweden as well as internationally.

[seinabosey.com](http://seinabosey.com)

## SNOH AALEGRA

Snoh Aalegra is a part of the Artium family and works under the wings of music producer No ID. Snoh's raspy and soul driven vocals are a perfect marriage with the No ID production that borrows elements from a lot of different genres and tie them all together in a true hip hop spirit. Snoh Aalegra's debut EP "There will be sunshine" and new single "Emotional" is out now via iTunes.

[snoh-diary.tumblr.com](http://snoh-diary.tumblr.com)

## MEET THE ARTIST

**Congratulations to all awards you have been receiving lately! Which one are you most proud of?**

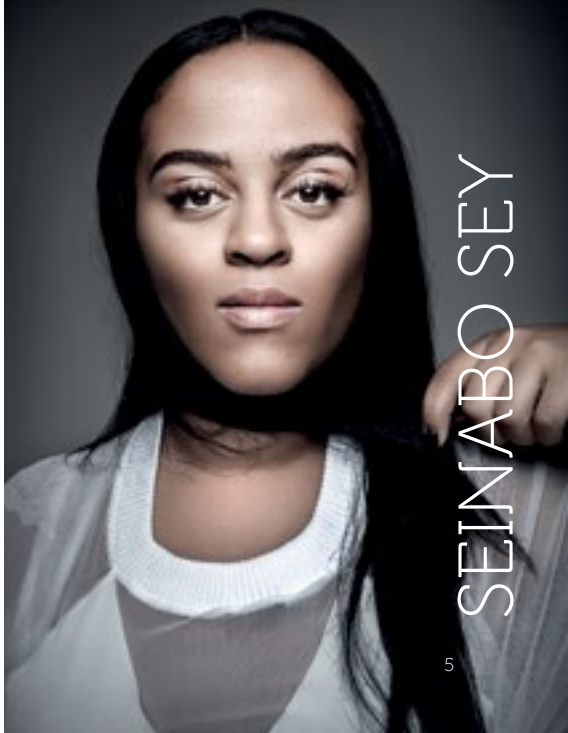
Thank you so so much. The Grammis is my favorite one, always wanted one of those .

**You have already been seen in the US, performing at the Tonight Show with Conan O'Brien. Did you get a lot of response in the US after that performance?**

The US has showed me a lot of love from day one. Had an absolutely amazing show in San Fran after Conan and was totally blown away by the response.

**What are your expectations from SXSW?**

All of my Swedish friends are avid visitors and totally love it. I'm excited to hear some southern slang as well as catching some good shows.



SEINABO SEY





## SUMMER HEART

It's not so often that a band's name truly reflects their sound, but when it comes to Swedish lo-fi solo artist Summer Heart (David Alexander), you can expect just that: hazy, sun-bleached tracks that are the perfect anthem to remembering hot July nights filled with skinny dipping and sleeping in.

[summer-heart.com](http://summer-heart.com)

## SOFIA TALVIK

Unmistakably Nordic in flavor, Sofia Talvik somehow still conforms to American interpretations of her own original acoustic folk music, a North Sea siren blending sparkle and melancholy in a visually arresting solo presentation. Sofia has been described as modern day flower child with a voice resembling Joni Mitchell. An experienced songwriter and performer, she has received rave reviews for her albums and live shows all over the world.

[sofiatalvik.com](http://sofiatalvik.com)

## THE MAGNETTES

The Magnettes was founded as a way of rebelling against the northern silence by singing – loudly and heartfelt – about the things you can't really talk about. Hailed for their blend of punk, disco and twin-vocal pop melancholy; they released their debut single "Paper Cut" in 2012, and performed Swedish clubs and festivals, followed by showcases in Murmansk and New York.

[sonicbids.com/band/themagnettes](http://sonicbids.com/band/themagnettes)

## TOVE LO

At this year's Swedish Grammy Awards Tove Lo won the two prestigious categories "Artist of the year" and "Song of the year" for the chart topper "Habits (Stay High)". A US certified platinum break-up epic that has peaked inside the iTunes Top Ten in 25 different countries and caught the attention of the likes of Lorde, Ellie Goulding and Katy Perry, the latter asking Tove to support her on her forthcoming Australian tour.

[tove-lo.com](http://tove-lo.com)

## TOVE STYRKE

With Scandinavia fast becoming the 21st century pop factory, 22-year-old Tove Styrke is very much part of the community of visible and brilliant women making music. Tove put out her track "Even If I'm Loud, It Doesn't Mean I'm Talking To You" earlier this year and it received rave reviews. The *Borderline* EP and her debut album mashes sounds up, moving from "Love.Angel.Music. Baby"-era Gwen Stefani to Lykke Li, to the clunky piano sounds of Squeeze.

*facebook.com/tovestyrke*

## ÜNI FOREMAN

Üni Foremans music has been described as "dooms day pop", and they are predicted a world domination. The single "Gold" made a writer at *Sonic Magazine* "fall out of [his] chair and start raving about Cocteau Twins meets the engine from Gil Scott-Heron's *The Revolution Will Not Be Televised* meets *Sonic Youth's* most ensouled and rich arrangements". It is beautiful and dirty, messy and clean, sad and weird. It is all one in Üni Foreman.

*facebook.com/uniforeman*

## URBAN CONE

Urban Cone's gritty electro-pop offers a fresh take on indie rock with an energetic sincerity that you cannot help but sing along to. Influenced by the likes of Kraftwerk and Depeche Mode, Urban Cone have already caught the attention of artists across borders and genres and collaborated with John Dahlback and Lucas Nord as well as on upcoming tracks from Porter Robinson.

*facebook.com/urbancone*

TOVE STYRKE



## MEET THE BAND

### **You have been called a supergroup, could you tell us who you are?**

We're five people from Sweden who like music and specifically songs and we happen to cross each others paths and formed a bucket where we splash around and write music together.

### **How do you feel about playing at SXSW?**

We're thrilled to have the opportunity to fly over and play as many shows as possibly possible at the festival. We're humbly hoping to be able to share our music with more people so that we can go around and play even more shows.

### **What's going on in the nearest future?**

Our goal is solely to be able to do as many shows as possible this year. We feel that playing shows is the most inspiring way to evolve as a band and hopefully reach a bigger audience.

### **You are very good with decorating the stage with your own personal style, could you tell us about that?**

Thank you! We've been working with a wonderful artist named Tobias Centerwall who has helped us with all artwork from the very beginning. And he both inspired and

helped us with transferring the cover art to the live aspect and we feel that type of aesthetics it's a natural extension from our music. Also, we like animals.

### **You have been playing in the US before, is it very different from playing in Sweden?**

No, not more than that every show is different from the other no matter where it's set geographically. Although, all of us have spent quite a lot of time touring in the states with other bands than Amason and we sincerely hope to be able to spend more time in the states with this band as well since the US has such an extensive touring culture like nowhere else.

### **You are mixing Swedish and English lyrics, how is the response abroad?**

Well, we don't really know yet since we haven't toured that much outside of Scandinavia. But in general we don't see any conflicts in using other languages than english, we believe people are able to respond to music even though they don't necessarily understand every single word. I mean, music is just interpretation anyway, no matter if you know the words or not.





## Designed in Sweden

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[www.jays.se](http://www.jays.se)

## SUNDAY 15TH MARCH

### ROSHAMBO

3:00 PM  
Trade Show stand 1138  
Hosted by Try Swedish

### NINSUN POLI

12:00 PM and 16:00 PM  
Trade Show stand 1138  
Hosted by Try Swedish

## MONDAY 16TH MARCH

### TRY SWEDISH!

Join us at Threadgill's on March 16 for the annual Swedish party! It's been good fun for the last years and we'll all make sure it will be a blast this year too. It will be an evening filled with music, nice company, food and drinks.

Under the umbrella 'Try Swedish @ SXSW' Swedish creatives, digitizers, geeks, musicians, start-ups, and what not, will gather at SXSW

2015 to inspire and be inspired. Our main objective is to create relationships, find friends and new business opportunities. Try Swedish @ SXSW will feature Swedish music, film, creativity, innovation, food, and lots of that nice Swedish hospitality throughout SXSW 2015.

### ÜNI FOREMAN

1:00 PM  
Trade Show stand 1138  
Hosted by Try Swedish

### BELDINA

12:00 PM  
Trade Show stand 1138  
Hosted by Try Swedish

Threadgills, South on 301 West River Drive  
Hosted by Try Swedish

3:00 PM – **ROSHAMBO**  
4:00 PM – **ÜNI FOREMAN**  
5:00 PM – **SOFIA TALVIK**  
6:00 PM – **MAGNETTES**  
7:00 PM – **NINSUN POLI**  
8:00 PM – **BELDINA**  
9:00 PM – **AMASON**

## TUESDAY 17TH MARCH

### KILL! KILL! PUSSYCAT!

1:00 PM  
Trade Show stand 1136  
Sweden @ SXSW 2015

### SOFIA TALVIK

2:00 PM  
Trade Show stand 1138  
Try Swedish

### GOOD HARVEST

3:00 PM  
Trade Show stand 1138  
Try Swedish

12:00 PM  
Trade Show stand 1136  
Sweden @ SXSW 2015

## WEDNESDAY 18TH MARCH

### GOOD HARVEST

3:30 PM

Past/Future Records

Hosted by Sweden @ SXSW 2015

### INDEVOTION

8:00 – 8:40 PM

Pain Door on Sabine, 401 Sabine St

Official SXSW Showcase

12:00 PM

Trade Show Stand 1136

Hosted by Sweden @ SXSW 2015

### ELLIPHANT

9:00 – 9:40 PM

Stub Hub Showcase, Clive Bar, 609 Davis Street

Official SXSW Showcase

### KATE BOY

12:00 – 12:40 AM

Red 7, 611 E 7th St

Official SXSW Showcase

### CAZZETTE

12:00 – 12:45 AM

The Gatsby, 708 E 6th St

Official SXSW Showcase

### THE MAGNETTES

13:00 PM

Trade Show Stand 1136

Hosted by Sweden @ SXSW 2015

### FRIDA SUNDEMO

11:30 – 12:10 PM

Elysium, 705 Red River S

Official SXSW Showcase

### AMASON

11:00 – 11:40 PM

Icenhauer's, 83 Rainey St

Official SXSW Showcase

### URBAN CONE

12:30 – 1:30 AM

Red 7 Patio, 611 E 7th St

Official SXSW Showcase

## THURSDAY 19TH MARCH

### MOON CITY BOYS

4:00 – 4:30 PM

Austin Convention Center, Flatstock Stage EH 4

Hosted by Sweden @ SXSW 2015

8:30 – 9:10 PM

Hotel Vegas @Volstead, 1500 E 6th St

Official SXSW Showcase

### GOOD HARVEST

8:00 – 8:40 PM

Stephen F's Bar, 701 Congress Ave

Official SXSW Showcase

### LALEH

9:00 – 9:40 PM

Buffalo Billiards, 201 E 6th St

Official SXSW Showcase

## THURSDAY 19TH MARCH

### CIKATRIŞ

10:00 – 10:40 PM  
BD Riley's, 204 E 6th St  
Official SXSW Showcase

### URBAN CONE

10:40 – 11:00 PM  
Stubb's, 801 Red River St  
Official SXSW Showcase

### SUMMER HEART

12:00 – 12:40 PM  
The Iron Bear, 121 W 8th St  
Official SXSW Showcase

## FRIDAY 20TH MARCH

### TOVE STYRKE

7:45 – 8:30 PM  
St David's Historic Sanctuary, 301 E 8th St  
Official SXSW Showcase

### ELLIPHANT

11:15 PM  
The Main  
Official SXSW Showcase

### AMASON

12:15 PM  
Music Brunch/Flood Magazine  
Sweden @ SXSW 2015

## SATURDAY 21TH MARCH

### GOOD HARVEST

6:00 PM  
Embassy Suites Downtown, Second play stage  
Sweden @ SXSW 2015

### CIKATRIŞ

7:00 – 7:40 PM  
720 Club, 720 Red River St  
Official SXSW Showcase

### TRY SWEDISH!

The umbrella for creative digitizers, geeks, musicians and start-ups is at SXSW to inspire and be inspired. Try Swedish! is an opportunity to make social and business connections while learning about the Swedish creative industries. More info: [tryswedish.com/sxsw-music](http://tryswedish.com/sxsw-music)

### SWEDEN @ SXSW MUSIC 2015

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. Partners behind the initiative is Luleå Loves Austin, Studieförbundet Bilda, Talent Coach, Little W Productions USA and MusicHelp. Besides SXSW we also cover New Music Seminar, Canadian Music Week, Culture Collide, Live at Heart and Future Music Forum. More info: [swedenatsxswmusic.se](http://swedenatsxswmusic.se)

### SEINABO SEY

9:00 – 9:50 PM  
Empire Garage, 604 E 7th St  
Official SXSW Showcase

### AMASON

12:00 – 12:40 AM  
Central Presbyterian Church, 200 E 8th St  
Official SXSW Showcase

### 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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