



PRESS RELEASE
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DEAR MEDIA PARTNERS, DEAR COLLEAGUES,

the essence of Reeperbahn Festival is about audiences and people from the music industry coming together and discovering the best new international talent. The competition ANCHOR – International Music Award, presented in 2021 for the sixth time at Reeperbahn Festival, reflects this ethos perfectly, with an international jury attending the concerts of the six nominees and then thrashing out their arguments on who should win before finally announcing the award winner. And when you look at the line-up of former contenders for the award with names like Jade Bird (GBR), Celeste (GBR), Parcels (AUS), Shame (GBR), ÄTNA (GER), Tamino (BEL), Alyona Alyona (UKR), you realise the jury has no easy task. A film crew accompanied the ANCHOR jury and nominees in the run-up to and during the 2021 Reeperbahn Festival and made a documentary.

Presented by **Conchita Wurst aka Tom Neuwirth** (AUT), the 90-minute documentary gets close up to the jury at work, led by **Tony Visconti** (USA) and including **Tayla Parx** (USA), **Emeli Sandé** (GBR), **Yvonne Catterfeld** (GER), **Tom Odell** (GBR) and **Jacob Banks** (GBR), and also features the nominees of the competition **May the Muse** (GER), **Florence Arman** (GBR/AUT), **Lie Ning** (GER), **OSKA** (AUT), **PVA** (GBR) and **Yard Act** (GBR). From now on, the ANCHOR documentary will be available to watch all over the world via our Reeperbahn Festival YouTube channel!

Frehn Havel

NEXT GEN MUSIC HEROES ANCHOR 2021 – THE DOCUMENTARY

One of the keystones of [Reeperbahn Festival](#) – uncovering the best international music and its performers – is perfectly captured for everybody in the concept of the [ANCHOR – International Music Award](#). An [international jury](#) headed by music producer legend Tony Visconti mingles with the audience at the live performances of the [six nominees](#), assesses the quality and trendsetting musical elements of the performances, and finally selects the winning act, who will be crowned at Reeperbahn Festival during the [ANCHOR Gala](#) on Saturday evening at the St. Pauli Theater. After the full jury was finally able to attend the 2021 Reeperbahn Festival in the flesh again, you could feel the joy and enthusiasm of being able to experience performances and debate them face to face in the air through the whole Festival. And the jury and nominees were accompanied this time by a camera crew to capture the events at the ANCHOR Awards Ceremony in a documentary produced by RedSeven Entertainment. The documentary is presented by none other than Tom Neuwirth, better known as Conchita Wurst, who also co-hosted the ANCHOR Gala 2021 alongside Hadnet Tesfai.

[YouTube](#) (international) and [Joyn](#) (Germany) will broadcast this documentary from 11 February 2022. The ANCHOR Award documentary will also at a later date be shown on the Reeperbahn Festival media partner [Deluxe Music](#) television channel.

The ANCHOR documentary takes viewers right into the hot seat of the decision-making process featuring the high-profile jury consisting of [Tony Visconti](#) (USA), songwriter, singer and actress [Tayla Parx](#) (USA), musician [Emeli Sandé](#) (GBR), musician [Jacob Banks](#) (GBR), [Tom Odell](#) (GBR) and singer and actress [Yvonne Catterfeld](#) (GER).

A 'home stories' section enables viewers to meet the six nominees [May The Muse](#) (GER), [Florence Arman](#) (GBR/AUT), [Lie Ning](#) (GER), [OSKA](#) (AUT), [PVA](#) (GBR) and [Yard Act](#) (GBR), and then finally we join in the excitement to see who will take home the coveted award.

The ANCHOR documentary provides a great behind-the-scenes glimpse into an award process hosted by an internationally renowned music event that is unrivalled in its championing of new music. Viewers meet the key people involved in the ANCHOR award, thus becoming part of an overall experience that uncovers the aura and potential of the ANCHOR International Music Awards and Reeperbahn Festival.

Since 2006, the Reeperbahn Festival has become one of the most important meeting points for the world of music in Europe and demonstrates how an exuberant music program can be combined with music industry interests and social initiatives.

The Reeperbahn Festival opens its doors to the USA. Therefore, we are very happy to welcome the USA as a partner country for the Reeperbahn Festival 2022. We invite artists and music business leaders from the U.S. to enter into dialogue with representatives from all submarkets of the European music industry at the Reeperbahn Festival.

Picture: Next Gen Music Heroes – ANCHOR 2021 – The Documentary: Tayla Parx, Tony Visconti, Conchita Wurst aka Tom Neuwirth, Jacob Banks, Yvonne Catterfeld, Tom Odell und Emeli Sandé



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