

DEAR MEDIA PARTNERS, DEAR COLLEAGUES,

From 17 - 20 June, the fourth Reeperbahn Festival New York Edition took place in the course of the A2IM Indie Week in the metropolis between Hudson and East River. On Wednesday, 19 June, Reeperbahn Festival presented the Jury of the fourth ANCHOR Award at Rockwood Music Hall and made a powerful musical impact afterwards with an internationally composed showcase night. All in all, with about 50 accompanying delegates Reeperbahn Festival registered the so far strongest visit to New York in terms of participants.

Frehn Hawel

New York City, 20 June 2019



Jury of ANCHOR International Music Award 2019 presented in New York

At 06:00 pm New York time on Wednesday 19 June, Reeperbahn Festival introduced the [ANCHOR 2019](#) Jury (photo) at Rockwood Music Hall on Lower East Side. Apart from producer legend [Tony Visconti](#), who has served as jury president of all four previous ANCHOR Awards, Paste Magazine host Brad Wagner presented producer [Bob Rock](#), singer-songwriter [Kate Nash](#), singer and producer [Peaches](#), the Australian radio and TV presenter [Zan Rowe](#) (not present in New York) as well as Beatsteaks singer [Arnim Teutoburg-Weiß](#) (not present in New York) as jury members of the fourth edition of the ANCHOR International Music Award.

Bob Rock on his participation: "I am stoked to be part of Reeperbahn Festival and a member of the ANCHOR 2019 Jury. Looking forward to seeing and hearing all new talent that this rad event brings to the forefront of the current world music culture and of course having a great time in Hamburg - the place that had a huge influence on a young band from the sixties called The Beatles."

"I am excited to be part of Reeperbahn Festival and as a member of the ANCHOR Jury I cannot wait to check out all the amazing new artists." **Kate Nash**



4th Reeperbahn Festival New York Edition with record participation

The fourth [Reeperbahn Festival New York Edition](#) achieved a true record in participation by attracting 47 representatives of German and other European companies, an achievement that shows how firmly embedded the international activities of Reeperbahn Festival meanwhile are in the European music industry. The major conference of independent North American music enterprises A2IM (American Association of Independent Music) offered the [delegates](#) networking events tailored to make new contacts with potential partners from the US market and to expand their existing networks.

Delegation participant Anne Haffmans, Head of Domino Recording Company Deutschland GmbH: “The Reeperbahn Festival New York Edition offers the opportunity to establish contacts to US enterprises easily and efficiently, in particular for small companies. The combination of speeches, concerts and well-organised one-on-one meetings allows for connecting with companies from all over North America. As part of the Reeperbahn Festival delegation you are sufficiently qualified to do so as the brand is internationally known and consequently the members of the delegation can produce adequate reference. For small companies it would be impossible to meet so many potential customers and partners on the other side of the Atlantic if we tried it on our own.”

On Tuesday, 18 June, the current challenges and chances of trans-Atlantic cooperation were discussed at the panel [#HowWeListen - The latest trends in music consumption, distribution and cooperation between the German/European and North American music markets](#) presented by the Byta founder **Marc Brown** (CA). The panelists were **Ralph Boege** (DE) - Managing Director/Paradise Entertainment & Distribution/Paradise Americas, **Björn Mathes** (DE) - Managing Director/Ferryhouse Productions and **Sarah Stam** (NL) - Artist & Label Manager/SET THE TONE as well as **Jenny Kaufman** (US) - Head of Digital Strategy/Terrorbird Media. Because of the enormous interest, the event was broadcasted live to a second conference room of the New York Law School.

Rockwood Music Hall at Lower East Side was the centre for all New York based activities of Reeperbahn Festival on Wednesday, 19 June: After presentation of the ANCHOR 2019 jury at 06:00 pm (NYT) an internationally composed [showcase night](#) took place, where not only the bands **Gurr** (DE) and **Leoniden** (DE) performed but also the Austrian songwriter **Mira Lu Kovacs**, the indie quintet **Yes We Mystic** (CA), multi-instrumentalist **ORI** (IL) with futuristic r'n'b pop, songwriter **Renata Zeiguer** (US), who combines Tropicalia jazz with indie rock, as well as punk rocker **Surfbort** (US) (photo) who, with their rough sound, are regarded as the hottest band currently on the market.

Reeperbahn Festival Managing Director Alexander Schulz: “The Reeperbahn Festival Edition in New York is a success story. This year, we made it possible for almost 50 enterprises from Germany and Europe to participate in our varied programme offer - more than double the number of the previous year. The attractive event concept is also the template for our extended annual cultural economy offer for small and medium-sized companies from the music sector in other destinations. In the twelve months to come there will be additional international editions of Reeperbahn Festival in Accra, Los Angeles, Nashville and Beijing. In the future we should be prepared for very strong interest from the industry.”

The fourth Reeperbahn Festival New York Edition took place in the context of the [Sequencer Tour](#). The Sequencer Tour takes place in the course of the Year of German-American Friendship (“Deutschlandjahr USA”), an initiative funded by the German Federal Foreign Office and implemented by the Goethe-Institut and with support from the Federation of German Industries (BDI).

On behalf of Deutscher Bundestag, the **Member of the German Bundestag and former Federal Minister Dr. Barbara Hendricks** visited the event: “This initiative is aimed at making the strong bonds linking our two countries even more visible. For Germany and America suit and belong Wunderbar Together!”

Free video and photo material are available for all media representatives

Apart from [photos](#) of Reeperbahn Festival New York Edition we also provide video material for reporting which can be ordered via [e-mail](#).

We would be pleased if you make use of our offer and this information also reaches your video and online editors.

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