



ANCHOR
REEPERBAHN FESTIVAL
INTERNATIONAL MUSIC AWARD

ANCHOR – Reeperbahn Festival International Music Award

The accolade for the most promising international emerging talents

In today's world, the excess of readily available new music means that the biggest challenge new bands and artists face is simply finding a way to be heard.

At a time when new music recommendations are increasingly being generated by algorithms, the emotional component tends to get pushed to the back burner. Whose opinion can we rely on? Which bands are the ones we should have on our radar?

This is where the ANCHOR comes in: Initiated by Reeperbahn Festival, one of the biggest club festivals in Europe and meeting point for the international music industry, the ANCHOR is both a seal of quality and a way to boost popularity for new bands and artists from around the world. For music fans, it's a guidepost pointing to the absolute must-hears on the current international music scene.

In the run-up to the Reeperbahn Festival, a board composed of key actors of the international music industry will select the nominees from the festival program. During the competition, the nominees have to win over a jury of music-world luminaries chaired by legendary David Bowie producer Tony Visconti. Other jury members in 2018 will be former 4-non-Blondes Singer Linda Perry, Morcheeba frontwoman Skye Edwards, German/American soul singer Cassandra Steen and KCRW's music director Jason Bentley.

The ANCHOR focuses on the quality of the complete package: the nominees' music, lyrics, and live performance must be outstanding and distinctive. Just being nominated for the ANCHOR is already a tremendous honor! Over the course of three days, the nominees will perform at two venues, playing in front of festivalgoers and the jury, competing for the ANCHOR, which will then be awarded at an entertainment-filled gala on September 22, 2018.

With the ANCHOR, the Reeperbahn Festival provides its artists with an additional platform to showcase their talents and fundamentally advance their careers.

Nominated for the ANCHOR 2018 competition are: Anna Aron (CH), Blanco White (UK) Faces on TV (BE), Freya Ridings (UK), Frum (FO), HOPE (DE), Tamino (BE) and Tiwayo (FR).

Former nominees included Fenne Lily (UK), The Fast Romantics (CA), Matt Maltese (UK), Alice Merton (CA, DE, UK), Joseph J. Jones (UK), First Hate (DK), Pabst (DE), Conner Youngblood (US), Holly Macve (UK), Konni Kass (FRO), Olivia Sebastianelli (UK), Parcels (AUS), shame (UK) and WOMAN (DE).

ANCHOR 2016 Award winner was Albin Lee Meldau (SE) with his outstanding performance, his voice full of brooding anger, his dry humor and versatile musicianship and poetry. Jade Bird (UK) won the Award in 2017 for her impressively broad range and her strong songwriting and musicianship skills.

ANCHOR jury members in 2017 and 2016 included Tony Visconti (producer, USA), Shirley Manson (Garbage, UK), Emily Haines (Metric, CA), Huw Stephens (BBC, UK), BOY (singer, DE), Ana Ternheim (singer-songwriter, SE), Emiliana Torrini (singer-songwriter, ISL), James Minor (head of music SXSW, USA), Ray Cokes (entertainer, UK), Y'akoto (soul singer, DE/FR)

Find out more at www.anchor-award.com.