

## ANCHOR - Reeperbahn Festival International Music Award

### The accolade for the most promising international emerging talents

The ANCHOR - Reeperbahn Festival International Music Award is the accolade for the most promising emerging music talent established in 2016. Awarded every year in September at Reeperbahn Festival in Hamburg, Germany, ANCHOR offers both fans and the music industry reliable and trusted guidance in their search for the best new music from around the world.

Six international nominees from different genres, selected by a board of music professionals, enter the competition and set out to convince not just the audience but also a prominent jury. Whereas other music awards acknowledge record sales or popularity, the ANCHOR honors unique music quality manifested in the live performances.

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 their live performances at Reeperbahn Festival, the nominees have to win over a jury of music-world luminaries chaired by legendary David Bowie producer Tony Visconti.

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 one venue, playing in front of festivalgoers and the jury, competing for the ANCHOR, which will then be awarded at an entertainment-filled gala on festival Saturday.

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

In times when algorithms predict and dictate the taste in music, the ANCHOR re-introduces the concept of expert recommendation and is both a seal of quality and a way to boost popularity for new bands and artists from around the world.

Former nominees included: The Haunted Youth (BE), VLURE (UK), Lime Garden (UK), EKKSTACY (CA), Philine Sonny (GER), Florence Arman (AUT), Lie Ning (GER), May The Muse (GER), OSKA (AUT), PVA (UK), Arya Zappa (GER), L'Éclair (CH), Suzane (FR), Tuvaband (NOR), Eefje de Visser (NLD), Celeste (UK), DRAHLA (UK), Feng Suave (NL), Moyka (NO), The Hormones (CN), Fenne Lily (UK), Fast Romantics (CA), Matt Maltese (UK), Alice Merton (CA, GER, UK), Joseph J. Jones (UK), First Hate (DK), Pabst (GER), Conner Youngblood (US), Holly Macve (UK), Konni Kass (FRO), Olivia Sebastianelli (UK), Parcels (AUS), shame (UK) and WOMAN (GER), Anna Aron (CH), Blanco White (UK), Freya Ridings (UK), Frum (FO), HOPE (GER) and Tiwayo (FR).

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 2018 Award winners were Tamino (BE) and Faces on TV (BE). The ANCHOR 2019 Award winner was the Ukrainian rapper Alyona Alyona, who proved her musical talent through unconventional songs in her mother tongue, crazy flow and groove. In 2020, the ANCHOR Award went to the German electropop duo ÄTNA from Dresden. The winner of the ANCHOR Award 2021 was the British post-punk quartet Yard Act, who served up deadpan style storytelling with catchy guitar riffs and merciless danceable grooves. For their bright, euphoric melodies with emotional depth, the indie-pop trio Cassia from the UK was awarded the ANCHOR 2022.

ANCHOR jury members of the last six years included: Tony Visconti (music producer, USA), Pablo Vittar (artist, BR), Pelle Almqvist (artist, SE), Bill Kaulitz (artist, GER), Joy Denalane (artist, GER), Emeli Sandé (artist, UK), Tom Odell (artist, UK), Yvonne Catterfeld (artist, GER), Tayla Parx (singer-songwriter, US), Jacob Banks (artist, UK), Melanie C. (artist, UK), Markus Kavka (presenter, author, DJ, GER), Brody Dalle (artist, AUS), Frank Dellé (artist, GER), Darcy Proper (Mastering Engineer, US), Bob Rock (music producer, CAN), Kate Nash (singer-songwriter, actress, UK), Peaches (artist, music producer, CAN), Zan Rowe (radio presenter, AUS), Arnim Teutoburg- Weiß (artist, GER), Jason Bentley (music director KCRW, US), Linda Perry (4 Non Blondes, US), Skye Edwards (Morcheeba, UK), Cassandra Steen (Glashaus, GER), ( Shirley Manson (Garbage, UK), Emily Haines (Metric, CA), Huw Stephens (BBC, UK), BOY (DE), Ana Ternheim (singer-songwriter, SE), Emiliana Torrini (singer-songwriter, ISL), James Minor (Head of Music SXSW, USA), Ray Cokes (Entertainer, UK) und Y'akoto (Soul Singer, GER/FR). Shirley Manson (Garbage, UK), Emily Haines (Metric, CA), Huw Stephens (BBC, UK), BOY (singer, GER), Ana Ternheim (singer-songwriter, SE), Emiliana Torrini (singer-songwriter, ISL).

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