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19 – 22 SEPTEMBER

PRESS RELEASE



Dear media partners, dear colleagues,

On Wednesday, 20 June 2018, in the course of the A2IM Indie Week presented by SoundExchange in New York, the Reeperbahn Festival announced the jury for the ANCHOR 2018. Consisting of Linda Perry (producer, songwriter, ex-4 Non Blondes) and Skye Edwards (Morcheeba), Jason Bentley (music director of the KCRW radio station) and Tony Visconti (David Bowie producer), the jury team of the Reeperbahn Festival ANCHOR music award of 2018 will be as top-class as in previous years! At the Reeperbahn Festival showcase at PIANOS later that night, in addition to last year's ANCHOR winner Jade Bird (GB), five more bands and artists performed to an audience made up of professional guests and music fans. Until 23 June, the Reeperbahn Festival team will be out and about New York to promote the Reeperbahn Festival in the North-American market.

Frehn Hawel

New York / Hamburg, 21 June 2018

Eagerly awaited: During the A2IM Indie Week presented by SoundExchange in New York, the Hamburg Reeperbahn Festival presented this year's ANCHOR Jury on 20 June. One of the jury members will be the legendary producer and songwriter Linda Perry, who became world famous as a member of the band 4 Non Blondes ('What's up'). A showcase of ambitious artists, among them last year's ANCHOR winner Jade Bird (GB), gave a small foretaste of the coming Reeperbahn Festival in Hamburg.

Hamburg meets Big Apple – This is the third time that the Reeperbahn Festival is being presented in New York as an ideal European platform for new music and the music business,

showing a miniature edition of the festival. To attend the SyncSummit (22 + 23 June) and the A2IM Indie Week presented by SoundExchange (18 - 21 June), the largest gathering of independent music companies in North America, a delegation of 18 representatives of the German and European music enterprises travelled across the “big pond”, taking along the [Reeperbahn Festival New York Edition](#), a small but fine selection of musical newcomers: on 20 June the Showcase Night took place at the legendary PIANOS at Lower East Side in cooperation with Consequence of Sound in the course of the A2IM Indie Week presented by SoundExchange, featuring performances by Akua Naru (DE), HAERTS (DE), Surma (PT), Little Junior (CA), Jeannel (DE) and [Jade Bird](#) (GB). The latter is winner of the [ANCHOR](#) 2017. The international music award of the Reeperbahn Festival honours promising and aspiring bands and artists and supports them in building an international career.

ANCHOR Jury: Once again composed of prominent international experts

Before the singers got the audience rocking, KCRW’s musical tastemaker Chris Douridas presented this year’s [ANCHOR Jury](#). Apart from [Tony Visconti](#), the former producer of the late David Bowie, the ex-4 Non Blondes singer, producer and songwriter [Linda Perry](#) will also be a jury member in 2018 (she writes for Pink, Christina Aguilera and others). The US music director and host of the KCRW radio station, [Jason Bentley](#), and the singer [Skye Edwards](#) (Morcheeba) will also take their seats in the jury. During Reeperbahn Festival in September, the top-class jury will assess the live performances of the eight nominees and then select a winner.

Thanks to the Reeperbahn Festival New York Edition, two projects of the heart will find worldwide acclaim

The American born Akua Naru, living in Cologne for ten years and performing at the Reeperbahn Festival Showcase Night, is one of the current ambassadors of the “Keychange” project, co-initiated by the Reeperbahn Festival. The initiative strives to fight under-representation of women in the music business, having started the Agenda 2022 and other activities. Led by the PRS Foundation, 85 international festivals have committed themselves to implementing a women’s quota of 50% in their programmes by 2022.

Another project at the heart of the Reeperbahn Festival was represented in New York by the German indie band HAERTS: the initiative “Wunderkinder – German Music Talent”. This project, promoted by the commissioner of culture and media, promotes the presentation of new bands and artists whose music has the potential to find international acclaim.

Successful cooperation and praise from the organisers on the spot

In general, all participants were happy about the successful night – and are looking forward to the September highlight. Linda Perry was thrilled: “I am proud to be a part of the Reeperbahn Festival. As a member of the ANCHOR Jury I can hardly wait to discover new artists, bands and voices. The Showcase Night at the PIANOS has already shown that Reeperbahn Festival is something you have to be aware of internationally.”

Apart from [photos](#) of the Reeperbahn Festival New York Edition, we will also provide video material for your reports which can be ordered via [e-mail](#). We will be pleased if you make use of our offer and this information reaches your video and online editors.

ABOUT

PRESS KIT

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