



ANCHOR 2017

REEPERBAHN FESTIVAL
INTERNATIONAL MUSIC AWARD

12. Reeperbahn Festival opening!

Hamburg, 20. September 2017

At the same venue, Duncan McKie, President of FACTOR, officially opened the Reeperbahn Festival as a representative of this year's partner country Canada, speaking on the enormous significance of artistic exchange in our times, pointing out that this year 50 bands and artists are part of the Reeperbahn Festival programme. In his captivating speech, the Senator of Culture of the Free and Hanseatic City of Hamburg, Dr. Carsten Brosda, emphasised the socio-cultural and emotional power of music. Afterwards, the ANCHOR jury around David Bowie producer Tony Visconti, consisting of Garbage singer Shirley Manson, Valeska Steiner and Sonja Glass of BOY, Emily Haines of Metric and Broken Social Scene, as well as BBC host Huw Stephens, presented this year's eight nominees of the ANCHOR – Reeperbahn Festival International Music Award: Apart from the Canadian Indie rockers Fast Romantics (CAN), the British songwriters Jade Bird(UK) and Fenne Lily (UK) plus the Berliner-by-choice Alice Merton (CAN/GER/UK) raised in Canada and England, as well as the Danish electro pop duo First Hate (DK), the British songwriter Matt Maltese (UK), the Berlin-based noise rocker Pabst (DE), and the British soul crooner Joseph J Jones (UK) are competing for the award as the best international young artist. Being asked what the jury was looking for in the new talents, Shirley Manson replied: "By now, authenticity and genuineness may have become outdated values, but I want to believe 100 % of what the artists put on stage."

The winner of the ANCHOR 2017 will be proclaimed at the awarding ceremony at St. Pauli Theater on Saturday, 23 Sept.

About the ANCHOR – Reeperbahn Festival International Music Award (www.anchoraward.com)

Inaugurated in 2016, the ANCHOR marks the most promising emerging music talent from the Reeperbahn Festival's program and serves as a label of excellence and guide for fans and music professionals alike. For the nominees, it is a springboard into an international career. A board of music experts selects the nominees from the festival program who then play their shows in the clubs along Reeperbahn, a former red light district famous for its live music scene. A jury of prominent music luminaries then has the challenging task of judging the live shows and selecting the winner.

About Reeperbahn Festival (www.reeperbahnfestival.com)

Reeperbahn Festival presents each year in september more than **800 events** spanning a range of genres in locations around Hamburg's Reeperbahn. Since its debut in 2006, the Reeperbahn Festival has grown to become one of the most important meeting places for the music industry worldwide, and, as Europe's largest club festival, it boasts a broad spectrum of emerging artists. In addition to some 500 concerts the festival programme includes events in the fields of fine art, film, and literature.

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