



2021 IN RETROSPECT

The eleventh year of AUSTRIAN MUSIC EXPORT'S existence was, unsurprisingly, filled with special challenges. Nevertheless, the roller coaster has not been without its silver linings. With the help of our international partners and supporters, we were able to find ways to work within the new virtual world that lay in front of us. This year required us to be more innovative and flexible, and through it, we found new ways to promote local talent in sustainable and novel ways. Let's look back together at 2021 and the artists and projects that made this year worthwhile – a year that highlighted the tightly-knit networks we have built over the years, that hosted live, hybrid and digital festivals, and, against all odds, held great international opportunities.

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AUSTRIAN ACTS AT ESNS 2022

Taking place from Jan. 19-22, 2022, ESNS features Europe's most promising up-and-coming artists. Austria is represented w/ ARAMBOA, FLORENCE ARMAN, FRIEDBERG, SHARKTANK, SOFIE, AND TAKESHI'S CASHEW. Due to the pandemic, the festival has been moved online, with all concerts being played and streamed across the globe; with the exception of FRIEDBERG, who will play live on location in Groningen, along with all of the Music Moves Europe Award nominees.

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MUSIC INDUSTRY EVENTS & DEADLINES 2022

Applications are open for artists and creatives to participate at numerous music industry events throughout the year. Read up on some selected European, UK & US festivals if you are keen to take your artist on the road or play yourself. Please be aware of changing festival dates throughout 2022.

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MEWEM EUROPA IN AUSTRIA – WHAT'S HAPPENED SO FAR?

For the first time, Austria joined five other countries in European efforts to promote women and LGBTQIA in the music industry. MEWEM Europa aims to systematically break down structural inequalities in the occupation of leadership positions in the music world.

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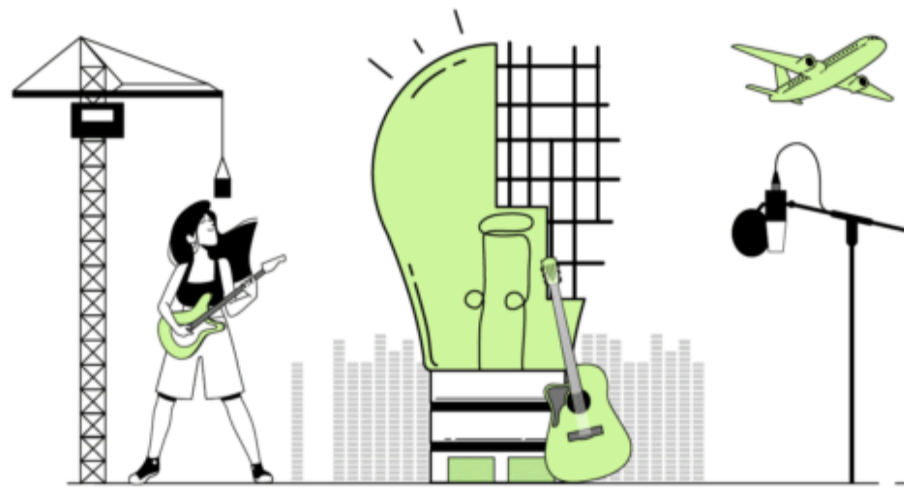


“OPERA FEELS LIKE A VERY CURRENT ART FORM TO ME”

CAITLIN SMITH sees herself as a composer who works mainly with words, and she uses them to depict sensitive stories of disability and inequality from a feminist point of view. With two operas coming up, the Canadian living in Vienna has a lot of work in the pipeline.

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Waves Central Europe



WAVES CENTRAL EUROPE

As of December 2021, the new WAVES CENTRAL EUROPE (WCE) Programme is launched! WCE is the selected project for the International Delegation Tour Call by EMX. Happening from the 3rd to the 10th of April 2022, it will connect music professionals from Austria, Czech Republic, Hungary, Slovakia and Slovenia with an international delegation from Russia, Ukraine, Belarus and Moldova.

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FM4 SOUNDPARK ACT OF THE MONTH: MANIC YOUTH

From My Bloody Valentine to Dinosaur Jr. to Wu-Tang Clan, MANIC YOUTH probes the dramas of human existence with their 90s indie rock on their debut “Funland” and is the Soundpark Act of the Month for December.

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WHAT WENT DOWN AT KICK JAZZ VI

The 2021 edition of KICK JAZZ was originally planned to take place live and in-person, bringing together local acts fans and international promoters. It all went online instead. For anyone who missed it, here is a brief recap.

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Austrian Music Export is a joint initiative of mica - music austria and the Austrian Music Fund (Öst. Musikfonds)

Media Owner: MICA Music Information Center Austria
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Tel: +43 1 52104 0
Legal Status: Non Profit Organization
UID: ATU40670001
Vereinsregister: Zl. X-5865
ZVR: 824057737
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