



## Waves Vienna 2012 - A Brief Overview

Time is ticking away and in only a few days the long awaited festival and conference Waves Vienna 2012 will finally kick off and set Vienna in the international music spotlight. Musically, the festival once again presents itself from an immensely multi-faceted side. With the overarching theme "East meets West", music fans can lick their fingers with the huge range of many new and exciting acts in the fields of electronic, pop and rock music. Up to 90 acts will perform on the twelve stages along the Danube Canal and the Vienna Prater Street in the 2nd Viennese district.

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## Waves Vienna Music Conference

As in the past year, an important part of the festival is the conference which will take place on the 4th and 5th of October. The specialist programme, which is meant to be the basis and inspiration for a long-term, pan-European cooperation, addresses current issues in the music industry as well as the key subject of Eastern and Western European exchange. Internationalisation is a key issue for many representatives of local artists and their economic environment. The conference offers the opportunity to establish important, long-lasting contacts to all those who have not yet been present at international festivals and conferences.

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## Pro Program For Delegates

In the scope of the conference there is also a special tailored programme for the delegates to mingle amongst international festival guests, enjoy food and drinks and discover new music. There will be receptions from Poland, Luxembourg, France and Austria, showcases from Berlin Music, Swiss Music Export, Austrian Music Export and Deutsche Initiative Musik, which takes place at MS Schloegen, as well as a football game between Faroese and Austrian musicians and a SXSW party. There also will be a Waves Delegates Tour taking place on Saturday which is by invitation only, that will take the Delegates to showcases, receptions and even on a guided bus tour around Burgtheater.

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## France And Poland In The Spotlight

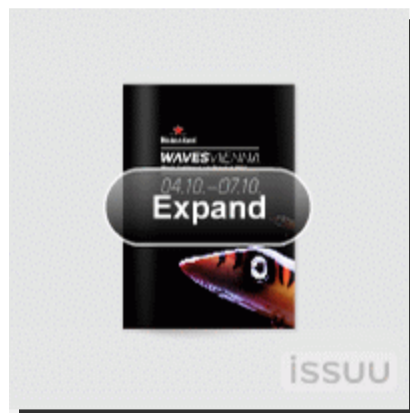
For the first time, there will be two guest countries at Waves Vienna; one from Western Europe, one from Eastern Europe - corresponding to the festival motto "East Meets West". The two guest countries of the festival also constitute key subjects of the conference programme. Apart from information about the French and Polish music markets and the music scenes of the two nations, participants will discuss and provide information about the access to these music markets and their particularities.

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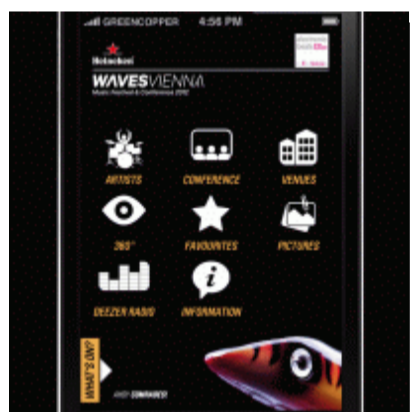
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[www.musicaustria.at](http://www.musicaustria.at)  
phone: +43(1)52104.0  
mail: [office\(at\)musicexport.at](mailto:office(at)musicexport.at)  
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