



AUSTRIAN BANDS POLKOV & MOONLIGHT BREAKFAST AT TALLINN MUSIC WEEK 2015

The Austrian delegation will host a networking event and panel discussion at the industry conference

Vienna, March 13, 2015 – From March 26–28, 2015, the international music industry will once again convene in Estonia’s Capital to attend one of the world’s most cutting-edge industry get-togethers and networking events, and one of the largest indoor festivals in the Nordic-Baltic region: the annual **Tallinn Music Week**. The festival brings together around 800 music industry professionals, with performances by 200 acts from around the globe, and attracts an audience of almost 20,000 music fans.

Two Austrian acts will be among the countless international performers at this year’s installment of the festival: **POLKOV** and **MOONLIGHT BREAKFAST**.

The indie/folk/rock collective **POLKOV** (ink music) were the surprise hit of the Austrian music scene in 2014. The six artists combine alternative rock, pop, and country elements with three-part folk harmonies and witty lyrics about coming of age, sci-fi, physics, romance, and video games. Their eponymous debut album has an inherently dreamy quality, not least because of their collaboration with pedal steel guitar-veteran Jon Graboff. But, occasional infusions of brit-pop notwithstanding, the exciting and varied songs of Polkov have their very own vibe.

Performance Date: Saturday, March 28, Time: 10 PM. | Venue: DAF Studio, Tallinn

Originally from Romania, **MOONLIGHT BREAKFAST** (Motor Entertainment) are now based partially in Vienna and have spent the past year rocketing to international fame – before even releasing their debut album “Shout” in September 2014. With its feel good vibes, catchy electro swing tunes, and positive message, the quartet has already made a name for itself by playing a number of high profile gigs throughout Europe and around the world: They have opened for Jamiroquai, Hurts and Macy Gray, they performed at the closing ceremony at the Sochi Winter Olympics 2014, and, most recently, at the Eurosonic Festival 2015.

Performance Date: Saturday, March 28, Time: 11:30 PM. | Venue: Rock Café, Tallinn

The two-day **TMW music industry conference** (March 27 – 28, 2015) covers a wide range of topics from local cultural policy and regional cooperation to hands-on artist management tips and global music industry business models. Each year’s conference also hosts a “celebrity talk” with an international music industry legend. A delegation of Austrian artists, record label representatives, promoters and festivals presenters will be at the TMW music conference for a networking and exchange visit. An **Austrian panel and networking event on Saturday, March 28th**, featuring Tatjana Domany and Franz Hergovich (Austrian Music Export, www.musicexport.at) and Hannes Tschürtz (ink Music, www.inkmusic.at) will highlight the current Austrian music scene, and representatives of Vienna’s Waves Festival (www.wavesvienna.com/en) will also be on hand to discuss this year’s upcoming CEE focus.

As an initiative to build and strengthen economic relations between the Austrian and international music industry, **AUSTRIAN MUSIC EXPORT** hosts networking and showcase events throughout Europe, titled **Austrian Heartbeats**. Previous editions have taken place in Paris, Warsaw, Ljubljana, Gent, Groningen, and Zagreb. These events are organized to showcase Austrian artists in other European countries, to initiate long term international cooperation and to trigger additional support for export-oriented labels and their artists. Besides international networking and promotion, and representing Austrian music at international trade shows, conferences, and festivals, Austrian Music Export activities include providing support to Austrian musicians and ensembles for international performances, as well as providing information about target markets.

WAVES VIENNA (Oct 2-4, 2015) is the city's first club- and showcase festival. Every autumn Vienna's most significant clubs, unique off-locations, and the public space merge into one big festival site. International and local artists as well as sophisticated musicians from Eastern Europe form an essential part of the festival's program. The successful juxtaposition of the city's romantic backdrop of cobblestone streets and glorious classical and art deco architecture with the cutting edge quality of the showcase acts (and venues!) is an important part of what makes this festival so unique. The fact that it works is surprising, and surprise is the element that best describes this festival: While the **Waves Vienna Festival & Conference** functions primarily as an international industry get-together and networking event, its showcase concerts (which are open to the general public) provide ample opportunity to discover exciting new performers from around the world.

AUSTRIAN HEARTBEATS AT TALLINN MUSIC WEEK

AUSTRIAN PANEL & NETWORKING BREAKFAST Saturday, March 28th, 10-11.30 AM, Nordic Hotel Forum
Think local, act global - Overcoming national boundaries: Austria

In a small country, cooperation and an international focus is key to artistic survival and economic success. The "music country Austria" is currently experiencing a musical renaissance, with a pulsating underground scene ready to break through. This panel will explore strategies of conquering international markets, examine role models for music export, and discuss recent success stories.

Panelists: Hannes Tschürtz (ink music), Wolfgang Grob (Waves Vienna Festival), Franz Hergovich (Austrian Music Export), Tatjana Domany (Austrian Music Export). Moderator: Virgo Sillamaa (Music Estonia)

The event will be followed by a Viennese breakfast with coffee and cake and the opportunity to network with representatives of the Austrian music scene in a casual atmosphere.

POLKOV Saturday, March 28th, 10 PM, DAF Studio, Tallinn

MOONLIGHT BREAKFAST Saturday, March 28th, 11:30 PM, Rock Café, Tallinn

MORE INFORMATION Austrian Music Export: www.musicexport.at

Tallinn Music Week: www.tmw.ee | Waves Vienna: www.wavesvienna.com

Polkov: www.polkov.com | Moonlight Breakfast: www.moonlightbreakfast.com

