

# VIVA SOUNDS

CLUB FESTIVAL AND MUSIC CONFERENCE



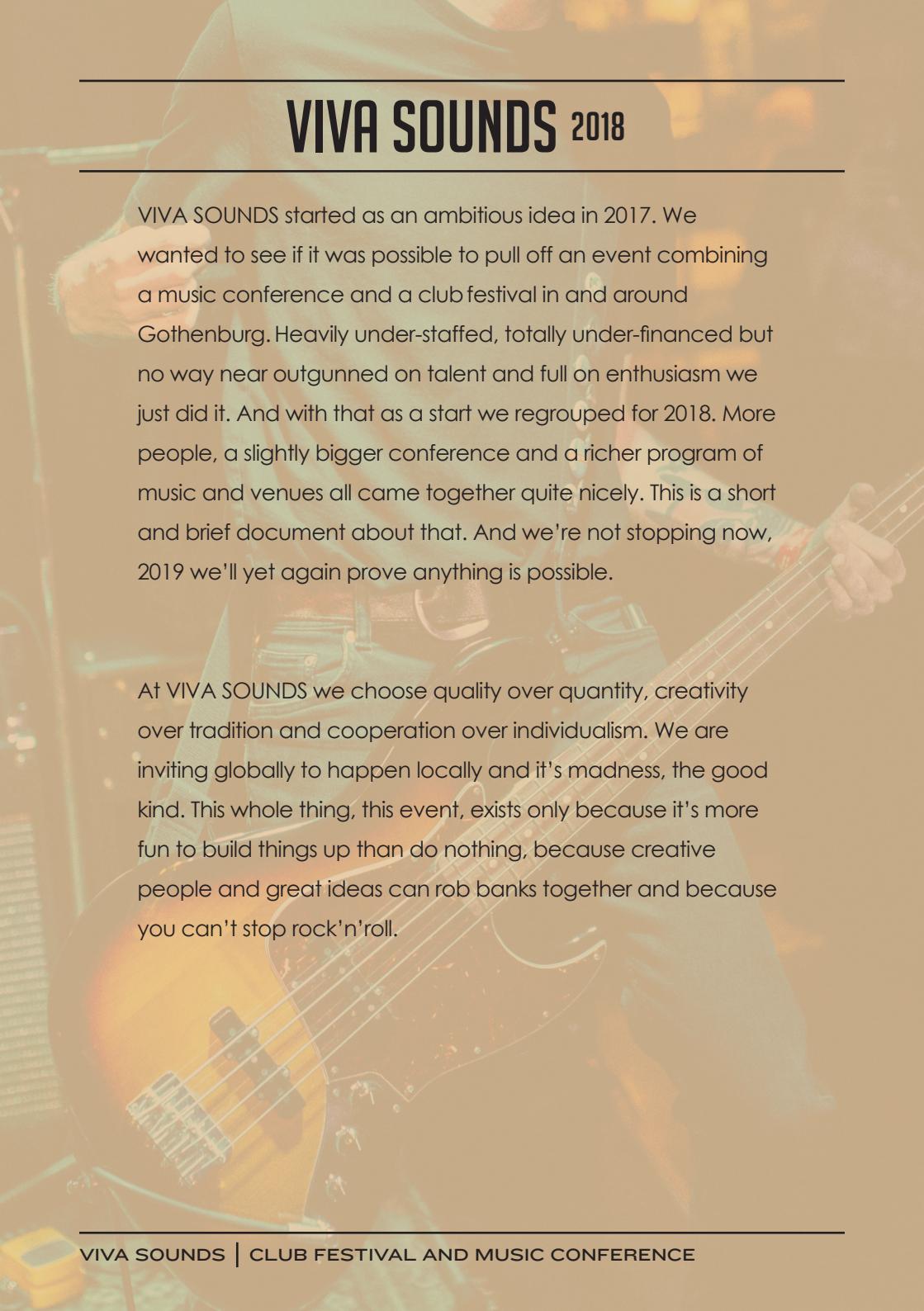
**GOTHENBURG**  
7TH-8TH OF DECEMBER 2018

# REPORT

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# VIVA SOUNDS 2018

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VIVA SOUNDS started as an ambitious idea in 2017. We wanted to see if it was possible to pull off an event combining a music conference and a club festival in and around Gothenburg. Heavily under-staffed, totally under-financed but no way near outgunned on talent and full on enthusiasm we just did it. And with that as a start we regrouped for 2018. More people, a slightly bigger conference and a richer program of music and venues all came together quite nicely. This is a short and brief document about that. And we're not stopping now, 2019 we'll yet again prove anything is possible.

At VIVA SOUNDS we choose quality over quantity, creativity over tradition and cooperation over individualism. We are inviting globally to happen locally and it's madness, the good kind. This whole thing, this event, exists only because it's more fun to build things up than do nothing, because creative people and great ideas can rob banks together and because you can't stop rock'n'roll.

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# THE SHORT STORY

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**2 DAYS**

**6 VENUES**

**21 ARTISTS**

**40 DELEGATES**

**19 INTERNATIONAL**

**104 SPEED MEETINGS**

**1100 PEOPLE**

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## FACEBOOK

**102K REACH POST**

**17K INTERACTIONS**

**3.5K POST LIKES**



## INSTAGRAM

**31K REACH POST**

**5K POST LIKES**



# VIVA SOUNDS 2018

## MUSIC CONFERENCE

SATURDAY

DECEMBER 8 2018



# LIVE

## PLAY LIVE TO STAY ALIVE?!

DANY TORRES, MICROSURCO, ES  
MAJA SOFIC, THE ABYSS  
TATIANA LEHOCKÁ, REAL SOMETHING, SK  
GILLIS BENGTSSON, SWINGKIDS



# CONTENT/PR

## HOW TO GET FANS, AND HOW TO MAKE THEM STRAY!

AMELIE BIES, NOISOLUTION, DE  
FREDRIK ANDERSSON, WELFARE SOUNDS & RECORDS  
ANDREW PHILLIPS, CONTENT MANAGER, UK  
DIDI LAKUS, DEV9T, HR

# FESTIVALS

## MORE THAN MUSIC?

MELISSA PERALES, TORSTRABEN FESTIVAL, DE  
ELLINOR ANDERSSON, KÖRPEHÖLSFESTIVALEN  
BECKY HYRES, SOUND CITY FESTIVAL, UK  
ROBIN LÖVBORG, SKÖVDE IN ROCK



# MUSIC JOURNALISM

## CAN WE SHAKE IT BACK TO LIFE?

CECI VELASCO, REVISTA MARVIN, MX  
JOHN ROBB, LOUDER THAN WAR, UK  
PIERRE HELLOQVIST, SONIC MAGAZINE  
PAUL CONNOLLY, MUSIC JOURNALIST

# MUSIC, MONEY & POLITIC

## WHO VOTES FOR LIVE MUSIC?

CONNIE BRÄNNBERG, ORDF. I KULTURNÄMNDEN VGR  
KATJA HERMES, SOUND DIPLOMACY, DE  
ANNIKA JONSSON, VEGA, DK  
REOTOP - PUSTERVIK/SALTET PÅ RINGÖN



# RECORD LABELS

## DO WE REALLY NEED THEM TODAY?

MORITZ GOMBERT, MOTOR MUSIC, DE  
MELISSA MACMASTER, 902 HIPHOP, CR  
ANNELE JOHANSSON, PEEPHOLE RECORDINGS  
ALSA KOZAR, DELLI MUSIC GROUP

# EQUALITY @ THE FUTURE

## ARE WE NOT EQUAL ENOUGH NOW?

EMMA KNYCKARE, STATEMENT  
LOVISA DELEHAG, BLIXTEN & CO  
HEVI DAFÉ, DJ  
EVELINA MATTSSON, STUDIEFRÄMJANDET  
SARAH STÅLHØJ, TALK TOWN, DK



# MUSIC & DEMOCRACY

## IS POLITICAL MUSIC ONLY FOR YOUNG REBELS?

JOHAN SÖDERMAN, GÖTEBORGS UNIVERSITET  
ANNELE JOHANSSON, NÄTVERKET 50/50

# HIGHLIGHTS



GREAT DISCUSSIONS WITH  
(FROM LEFT):  
PAUL CONNOLLY, CECI VELASCO,  
PIERRE HELQVIST, JOH ROBB  
AND CHRISTIAN NAUMANEN.



CECI VELASCO FROM FESTIVAL  
MARVIN AND REVISTA MARVIN,  
MEXICO.

**8 PANELS & SEMINARS**

**40 DELEGATES**

**19 INTERNATIONAL**

**104 SPEED MEETINGS**

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# DELEGATES & SPEAKERS

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**AMELIE BIES** NOISOLUTION (DE), LABEL

**ANDREW PHILLIPS** CREATIVE MEDIA & CONTENT MANAGER (UK), MEDIA

**ANNELE JOHANSSON** PEEPHOLE RECORDINGS (SE), LABEL

**ANNIKA JONSSON** VEGA (DK), VENUE

**ALSAD KOZAR** DELLI MUSIC GROUP (SE), LABEL

**AUSTIN MALONEY** NOTHING BUT HOPE AND PASSION (DE), MEDIA

**BECKY AYRES** SOUND CITY FESTIVAL (UK), FESTIVAL

**CECI VELASCO** REVISTA MARVIN / MARVIN FESTIVAL (MX), MEDIA

**CHRISTIAN NAUMANEN** MUSIC JOURNALIST (SE), MEDIA

**CONNY BRÄNNBERG** REGIONAL MINISTER OF CUTURE (SE), MINISTER

**DANY TORRES** MICROSURCO - BOOKING AGENT, LIVE

**DANIEL JOHANSSON** GÖTEBORG & CO / GÖTEBORGS KULTURKALAS (SE), FESTIVAL

**DERICK MACKINNON** NEW FOUND SOUND / OFF AXIS (UK), LIVE

**DIJANA LAKUS** DEV9T (HR/UK), FESTIVAL

**ELLINOR ANDERSSON** MF ADRIAN / KÖRPEHÖLAFESTIVALEN (SE), FESTIVAL

**EMMA KNYCKARE** STATEMENT FESTIVAL (SE), FESTIVAL

**EVELINA MATTSSON** STUDIEFRÄMJANDET VÄST (SE), ASSOCIATION

**FREDRIK ANDERSSON** PACE MANAGEMENT / WELFARE SOUNDS & RECORDS (SE) LABEL

**GILLIS BENGSSON** SWINGKIDS (SE), LABEL

**HIEVI DAFF** DJ MISS ANTHRAX (SE), DJ

**JAMES BARKER** MYSTIC SONS (UK), MEDIA

**JOHAN "RED TOP" LARSSON** PUSTERVIK / SALSET PÅ RINGÖNGROUP (SE), VENUE

**JOHN ROBB** LOUDER THAN WAR / THE MEMBRANES / AUTHOR (UK), MEDIA

**JOHAN SÖDERMAN** RESEARCHER (SE), RESEARCHER

**KATJA HERMES** SOUND DIPLOMACY (DE), ASSOCIATION

**LOVISA DELEHAG** BLIXTEN & CO (SE), LIVE

**MARITA ISAKSSON** SVENSK LIVE (SE), ASSOCIATION

**MARCUS RÜSSEL** GIGMIT / INES (DE), LIVE

**MAJA SOFIC** THE ABYSS (SE), VENUE

**MELISSA MACMASTER** 902 HIP HOP / MANAGEMENT / LICENSING / SYNCH (CA), MANAGEMENT

**MORITZ GOMBERT** MOTOR ENTERTAINMENT (DE), LABEL

**MELISSA PERALES** TORSTRASSEN FESTIVAL / M:SOUNDTRACK (DE), FESTIVAL

**PAUL CONNOLLY** MUSIC JOURNALIST (SE), MEDIA

**PIERRE HELLQVIST** SONIC MAGAZINE (SE), MEDIA

**RICARDO VEIGA** NAAM BARROSELAS (PT), FESTIVAL

**ROBIN LÖVBORG** BEARDMEN AGENCY GROUP (SE), FESTIVAL

**SARAH STÅLHØJ** TALK TOWN (DK), FESTIVAL

**TATIANA LEHOCKA** PROMOTER / MANAGER (SK), LIVE

**TATIANA MADRID** FREELAANCE WRITER / COMMUNICATION (SE), MEDIA

**UILI DAMAGE** REVISTA MARVIN / FESTIVAL MARVIN (MX), FESTIVAL



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VIVA SOUNDS | CLUB FESTIVAL



# VIVA SOUNDS 2018

## CLUB FESTIVAL

FRIDAY & SATURDAY  
DECEMBER 7 & 8 2018

# VENUES



## CAFÉ HÄNGMATTAN

CAFÉ HÄNGMATTAN IS A WELL-VISITED CAFÉ MOST DAYS AND NIGHTS, AND DURING SHOWS THE AREA IS TRANSFORMED INTO AN INTIMATE ENVIRONMENT, WHERE WINE AND BEER ARE SERVED ALONG WITH SIMPLE PUB FOOD TO THE SOUNDS OF MUSIC.

## BENGANS FIK

BENGANS IS A LARGE AND WELL STOCKED RECORD STORE AT STIGBERGSTORGET, COVERING 700 SQUARE METRES OF CD'S AND VINYL. A TRUE MUST FOR EVERYONE WHO LOVES MUSIC. BENGANS FIK IS ITS POPULAR CAFÉ AND SMALL VENUE WHERE YOU CAN ENJOY MUSIC, THE SUN AND THE SURROUNDINGS OF THE LIVELY NEIGHBOURHOOD OF MAJORNA.

## OCEANEN

KULTURHUSET OCEANEN IS AN EVENT VENUE, A RESTAURANT AND A STAGE ON STIGBERGSTORGET, MAJORNA IN GOTHEBORG. OCEANEN IS HOME TO A LOT OF VARIETY IN MUSIC AND MIGHT BE THE MOST IMPORTANT GRASSROOTS VENUE IN THE CITY.

# VENUES



# VENUES

## THE ABYSS

A MUSIC BAR AND RESTAURANT SPECIALIZING IN HEAVY METAL AND OLD SCHOOL HARD ROCK. THE ROOTS ARE ALWAYS HERE: DJ:S, LIVE MUSIC, PRE- & AFTER PARTIES AROUND SHOWS, RELEASE EVENTS AND ALSO SOME SINGING SESSIONS.

## HOLY MOLY

A MEXICAN RESTAURANT AND BAR LOCATED ON ANDRA LÄNGGATAN. THE SMALL STAGE IS FREQUENTLY USED FOR ALL TYPES OF MUSIC AND A GREAT PLACE TO COME BACK TO, AS THERE ARE GIGS OFFERED SEVERAL TIMES A WEEK.

## PUSTERVIK

SINCE THE EARLY 20TH CENTURY PUSTERVIK HAS BEEN A PART OF THE ENTERTAINMENT AND CULTURE SCENE IN GOTHENBURG. TODAY IT'S THE MOST PROMINENT CLUB AND CONCERT VENUE WHEN IT COMES TO BOOKING NEW INDIE, COUNTRY AND POP ACTS. A CLASSIC HANGOUT FOR THE GOTHENBURG YOUTH SEVEN DAYS A WEEK.

# CONCERTS



BOTTLECAP



LISA WANLOO

# CONCERTS



LAVETTE



QUAKE MATTHEWS



MELBY

## ARTISTS

**BABY JESUS** (SE)  
**BEVERLY KILLS** (SE)  
**BOTTLECAP** (SE)  
**BROWSING COLLECTION** (SE)  
**CAPITANO** (DE)  
**HAMPUS CARLSSON** (SE)  
**LAVETTE** (SE)  
**LISA WANLOO** (SE)  
**MELBY** (SE)  
**MOON MOTHER** (SE)  
**MOTHER MERSY** (SE)  
**NORTLIGHT** (SE)  
**OCTOLAB** (SE)  
**PALE HONEY** (SE)  
**PAPERWING** (SE)  
**PASTORATET** (SE)  
**QUAKE MATTHEWS** (CA)  
**RUT SANDBLAJDH** (SE)  
**SIC'NIS** (UK)  
**THE EXORCIST GBG** (SE)  
**V** (SE)



BROWSING COLLECTION

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# CONCERTS

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CAPITANO



PALE HONEY

# CONCERTS



SIC'NIS



BABY JESUS

# CONCERTS



THE EXORCIST GBG

# PARTNERS

HAPPY TO WORK WITH AND PROUD TO PRESENT

THE PARTNERS OF VIVA SOUNDS 2018



OCEANEN



goteborg&co

headstomp  
productions

excite



PUSTERVIK



HYMN

Blixten&co



SUPPORT YOUR  
LOCAL MUSIC SCENE

# VIVA SOUNDS 2018 IN MEDIA

## HYMN

NYTT / RECENSIONER / ARTIKLAR / OM

### Mattias Tell: "Tanken är att Viva Sounds ska vara en mötesplats"

Av Daniel Andersson  
Foto: Svenn S. Christep  
2018-12-04



**P**å fredag startar andra upplagan av klubbs och konferensfestivalen Viva Sounds och under två intensiva dagar arrangeras allt från debatter, samtal och klubbar runt omkring i centrala Göteborg. Konferensdelen inträffar på Pustervik - en lokal som även huaserar avslutningsfesten med Pale Honey och The Exorcist GBG - medan klubbara återfinns på några av stadens mindre scener. En av mästersättningarna är att skapa möten mellan deltagarna.

Vid en snabb överblick ser det klart att Göteborg erbjuder stora imponanser ett stort antal spelningar under höst och vinternändan - den musikaliska utvecklingen har inte stått stillan på längden. Pale Honey, Paperwing, Moon Mother, Octobal, Northern Lights, Beverly Hills, Baby Jesus och Paperwing, Klubb HYMN har en egen plats på Hängmattan den 7. Recensioner och på senare hemsida upptäck det indierockbandet Beverly Hills.

**VIVA SOUNDS**  
Celebra con éxito su segunda edición  
FOT: Corinna Viva Sounds

Los días viernes 7 y sábado 8 de 2018 se llevó a cabo con éxito una nueva edición de este emocionante evento que captó el interés de público generalizado en la mayoría de la ciudad sur de esta nación escandinava.

Se realizó un "Festival de clubes",

mentado por una robusta e interesante aglomeración de networking,

y una amplia gama de expresiones artísticas.

La vispera de la entrada del invierno, se celebró la cosmopolita ciudad de Göteborg con una serie de talentos emergentes.

Impresionante nivel, presentándose en los escenarios de la zona con más interés, y acogiendo a los fans de la música de la noche, cada uno a menos de un metro de distancia.

Los miembros de caminata del siguiente día comprendieron que el horario de teatro Pustervik era tarde, y se dirigieron al cercano teatro Paperwing.

Rock más duro en el barrio, la atmósfera y ambiente de la noche.

En estos escenarios se presentó una selección de actos vibrantes que fueron recibidos con aplausos.

Moon Mother, Octobal, Northern Lights, Paperwing, Quake, Laveita, Beverly Hills, Baby Jesus.

Collection, Bengtssons, y el

**MYSTIC SONS**  
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VIVA SOUNDS 2018 REVIEW  
Viva Sounds 2018 Review  
Ever heard of a town called Gothenburg?  
by James Barker: January 8, 2019



göteborgsbandet Bottlecaps Bild: Peter Magnusson

Den här artikeln ingår för dig som är kund.

### Viva Sounds - en dag för stadens musiker

Egentligen är Viva Sounds inte helt ny. Arrangemanget debuterade

2017 och sedan har de expanderat till att bli en hel festival.

Det är dock en del som inte är helt nytt.

Det är en del som är helt nytt.

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# VIVA SOUNDS 2018 IN MEDIA

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**Viva Sounds** es un festival de música y conferencias que se realiza en Suecia como parte de **Westside Music Sweden**, una plataforma que impulsa a la música sueca y es una oportunidad para el mercado de la música internacional. Esta será su segunda edición y Festival Marvin viajó hasta allá para presentar algunas conferencias de la mano de su presidenta **Cecilia Velazco** y el editor en jefe de Revista Marvin, **Uili Damage**.

Cecilia Velazco estará compartiendo el micrófono con importantes periodistas musicales internacionales en la conferencia *MUSIC JOURNALISM – Can we shake it back to life?*. Los panelistas serán **John Robb** de la revista Louder Than War, UK, **Pierre Hellqvist** de Sonic Magazine y **Paul Connolly** de Music Journalist.

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"A fine export from a fine city - who said Stockholm carried all the cards in Sweden? Go to Gothenburg if you get the chance, live a little."

- Mystic Sons, UK

"After a quick glance it is clear that Gothenburg offers the city's residents a great deal of gigs during the autumn and winter months - the music enthusiast does not have to sit alone. The festivals, however, shine with their absence and this is the void that Viva Sounds intends to fill."

- HYMN Magazine, SE

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"This ambitious event grew to leave an indelible mark on the calendar and keep us attentive to the next edition, in which we do the personal marking to each of the aforementioned acts and receive the contemporary Scandinavian expression, with open arms, with this remarkable representation. The name says it all: "Viva Sounds"!"

- Revista Marvin, MX

VIVA SOUNDS  
IS BROUGHT TO YOU BY

# WESTSIDE

II ▶ ■ MUSIC SWEDEN

WESTSIDE MUSIC SWEDEN (WMS) IS A PLATFORM OF MUSIC COMPANIES FROM GOTHENBURG AND THE REGION OF VÄSTRA GÖTALAND. WMS IS AN INDEPENDENT SET-UP AND INITIATIVE DRIVEN BY SHARED AMBITIONS AND THE BELIEF THAT GOOD THINGS HAPPENS MORE OFTEN BY WORKING TOGETHER.

PARTNERS:

40 FEET MANAGEMENT / ADORE MUSIC / ALLEYCAT RECORDS / BEARDMEN AGENCY GROUP  
BLACKVALLEY REORDS / CROWN ENTERTAINMENT LAW / FLOCKEN MEDIA  
HEMIFRÅN - PARAPLY RECORDS / HOWLING BOOKING / KB WEST / KULTURBOLAGET BARA GÖRT  
KULTURUNGDOM / LUXURY / PACAYA RECORDS / PEEPHOLE RECORDINGS  
PROGRESS PRODUCTIONS / PUSTERVIK / SUBKULTFESTIVALEN / SUICIDE RECORDS  
SUPERPUMA RECORD / SWINGKIDS / UDDEVALLAKASSETTEN / UP THE PUNK  
VALEN AGENCY / VÅRØ RECORDS / WELFARE SOUNDS & RECORDS

[WWW.WESTSIDEMUSICSWEDEN.SE](http://WWW.WESTSIDEMUSICSWEDEN.SE)



VÄSTRA  
GÖTALANDSREGIONEN