

# South by South West trip sponsored by Creative Scotland

Edinburgh will be well-represented at SXSW in Austin, Texas this year with local band Meursault joining Young Fathers, Prides, Withered Hand, Honeyblood, Casual Sex and Holy Esque in receiving support from Creative Scotland to showcase at the prestigious music festival.

Edinburgh based Meursault join Young Fathers, Prides, Withered Hand, Honeyblood, Casual Sex and Holy Esque to perform at South by South West (SXSW) Music Festival, Austin Texas in March, 2014 with support from Creative Scotland.

Running from Tuesday 11 to Sunday 16 March, SXSW Music Festival is recognised as the world's most prestigious international showcase for contemporary music and one of the most important events in the music industry calendar.

Creative Scotland and the Association of Independent Music is presenting Showcasing Scotland at SXSW 2014 on Friday 14 March. Withered Hand, Meursault, Casual Sex, Honeyblood and Young Fathers will be joined by We Were Promised Jetpacks from 8pm on the stage of the British Music Embassy.

Prides' turn in the spotlight at the British Music Embassy comes on Tuesday 11 March at 10pm. While Holy Esque take to the stage of Quantum Lounge at 8pm on Saturday 15 March.

**David Weaver, Development Officer at Creative Scotland, leading on SXSW,** said:

“The seven acts we are supporting really showcase the diversity in Scottish music right now. All of the bands are fantastic in different ways, both on record and live, and I'm

really looking forward to seeing them perform in Austin.

“Each act is set for a great year ahead, and SXSW is an incredible opportunity not only to make contacts and do business, but also to perform at one of the most exciting music events in the world. I’m delighted these bands will be representing Scottish music in 2014 to music fans and industry professionals from all over the globe.”

Other Scottish acts announced in the festival line up include Nina Nesbitt, Saor Patrol and Cairn String Quartet. For band biogs and quotes, please see below.

Two Creative Scotland supported films *God Help the Girl* and *For Those In Peril* will screen as part of The SXSW Film Conference & Festival, running from 7 – 15 March 2014.

**Caroline Parkinson, Director of Creative Development, Creative Scotland**, commented:

“These SXSW film screenings will promote two of Scotland’s most exciting emerging filmmakers to new international audiences and markets. I’m sure SXSW audiences will enjoy both films and the profile achieved will open up new opportunities.”

Following its recent world premiere at Sundance Film Festival and then at Berlin Film Festival, Stuart Murdoch’s first feature film [God Help the Girl](#) is screening in the 24 BEATS PER SECOND strand at Paramount Theatre on Saturday 15 March.

*God Help the Girl* is a coming-of-age story that doubles as an indie-pop musical starring Emily Browning, Olly Alexander and Hannah Murray. The film won the World Cinema Dramatic Special Jury Award for Ensemble Performance at Sundance and has been and was screened earlier this month at the Berlin Film Festival and has been picked up by Amplify for US distribution.

**Co-producer Carole Sheridan from Singer Films, said:**

“Those behind God Help the Girl are delighted that the film will receive another outing at SXSW, following the wonderful reception the film received at Sundance and Berlin. With its mix of music and film, SXSW feels like an apt place for the film to screen. SXSW is a cool festival and we are hopeful the film will be loved by the music and film fans that attend.”

The 2013 BAFTA award winning feature debut by director, Paul Wright, [For Those in Peril](#) is screening in the SX GLOBAL strand from Saturday 8 – Thursday 13 March.

**For Those In Peril** tells the tale of Aaron, a young misfit in a remote Scottish community. Aaron is the lone survivor of a strange fishing accident that claimed the lives of five men including his older brother. Spurred on by sea-going folklore and local superstition, the village blames Aaron for this tragedy, making him an outcast amongst his own people. Steadfastly refusing to believe that his brother is dead, and possessed by grief, madness and magic, Aaron sets out to recover him.

**On being selected for SXSW Director Paul Wright, said:**

“It’s really exciting for us all to be part of this year’s SXSW festival. We could not have picked a better place for the film to have its North American premiere than at a festival known for showcasing exciting new talent from around the world and it’s a real honour to be part of this.”