

## **Nordic Showcase 2016:**

# **The best from the north goes to Västerås**

**The core and cutting edge of Nordic folk & world music artists will enter the stage in the first ever edition of Nordic Showcase in Västerås, Sweden, on 30-31 March 2016. In the audience will be international buyers, festivals, venues and every key actor in Nordic music life. This will turn Västerås into a two-day melting pot of visions, ideas and, most of all, fantastic music!**

Nordic Showcase is a new two-day showcase concept in connection with the Swedish Folk & World Music Gala. Since 2010, the gala concert with its award ceremonies has been the annual highlight of the Swedish folk and world music scene and is the undisputed national meeting point for concerts, workshops, seminars and exhibitions with and for musicians, dancers, educators, producers, organisers and funding providers. With the addition of showcases and the Nordic perspective, the Folk & World Music Gala will strengthen the platform for Nordic musicians and Nordic organisers.

The showcases spotlight young and upcoming folk and world music groups and are open to both delegates and audiences, and will run in the afternoons and evenings. The programme comprises artists/groups from each Nordic country and 5-7 artists/groups from Sweden, selected by a reference group of national and Nordic culture and industry representatives.

Besides the concert programme, Nordic Showcase provides a meeting place for the brightest minds and key players in the industry, with the opportunity to attend seminars, talks and meetings. Tour collaborations, export/import and promotion are some of the topics on the agenda.

Nordic Showcase kicks off the gala festival on Wednesday and Thursday and there will be a lot more for those who stay on for the rest of the week. On Friday 1 April, a series of seminars will take place in cooperation with the Swedish National Commission for UNESCO on the topic of the ongoing work on intangible cultural heritage and its touchpoints with democracy and **freedom of speech**. There will also be a huge expo featuring artists, organisations, festivals and record companies, as well as a major seminar and workshop program on Friday and Saturday, before the gala concert (broadcast live on national radio) finishes the week.

Nordic Showcase is organised by Västmanlandsmusiken and the Swedish Board for Traditional Music and Dance, with support from the Sweden Performing Arts Agency and the Nordic export offices. The showcase section is produced in collaboration with Musikcentrum Sweden.

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**[www.nordicshowcase.se](http://www.nordicshowcase.se)**