

SXSW 2023 Media Quotes

"... South by Southwest is back in action this year. What began in 1987 as a way of putting local bands in Austin, Texas, on the map has morphed into a sprawling affair that takes over every corner of the city and represents all aspects of modern life. It is chaotic, overwhelming, exciting... and sets the conversation for the rest of the year."

The (London) Times

"Can a festival have swagger? Because it felt like SXSW was swaggering in 2023."

Den of Geek

"SXSW is one of the key new music showcase events on the planet. Now back to full strength, the Austin, Texas festival welcomes rising artists from around the globe, and it's a vital place to absorb new ideas, and fresh voices."

Clash Magazine

"The South by Southwest Film & TV festival, launched in Austin, Texas in 1994, is one of the buzziest film festivals on the calendar for independent filmmakers from around the world to showcase their movies."

Deadline

"SXSW, for the uninitiated, is the largest and most recognizable music industry event in the world."

Nylon Magazine

"Just know that at SXSW, you can be at the right party at the right time and still miss everything. To enjoy the spectacle, try embracing JOMO, the joy of missing out, and let serendipity take you where you're supposed to be. ...when that elevator door opens, you never know who might walk in."

Forbes

"Created in 1987, SXSW has been a long-standing dream destination for music lovers from across the world. The annual event, which spans the month of March, has become synonymous with the city of Austin, and has become a pillar of the city's rich music history and eclectic culture. Featuring everything from keynote speakers to small sets from budding talent, SXSW has remained a must-attend event within the music sphere over the last 30+ years."

Rolling Stone

"South by Southwest is back for another year of the rootin'-est, tootin'-est, most queso-heavy film festival on the planet, as it invades Austin, Texas, alongside the music component of the festival.... The entire experience is now called the South by Southwest Conference and Festivals and takes place in Austin from March 10-19. If you've never been, it is an absolute blast, like Sundance but with better weather, better food and nicer people (though without the skiing and snowboarding). And this year's line-up is no different, featuring splashy Hollywood premieres, hotly tipped indies and a ton of stuff you've never, ever heard of."

The Wrap

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“The annual tech, film, and music conference known as SXSW returned to Austin, TX last week, bringing talent from various industries together for premieres, panels, and demonstrations of all that’s new and next at the theater, on the airwaves, and in technology.”

Essence.com

“SXSW is as big or small as you make it, and there’s always something happening worth seeing.”

Paste Magazine

“From a music-lovers perspective, the annual South By Southwest festival in Austin, Texas has always been about discovery. For anyone with an adventurous spirit and an open mind, the five days and nights that comprise the music portion of SXSW can be truly invigorating. For those who revel in slaking their thirst for new music, SXSW is simply Disneyland.”

Jambase

“For electronic music industry professionals in search of a career launchpad, a networking opportunity or even just a few cutting-edge tools, SXSW could be a colossal win.”

edm.com

“THERE ARE FEW moviegoing experiences quite as blissful as seeing a raucous movie, with a raucous crowd, in the raucous city of Austin, Texas, during the multi-headed multimedia hydra we know as SXSW.”

Rolling Stone

“SXSW has always been a hub to find new talent on the way up, and in that, this year’s fest delivered the goods in the same way it has for decades.”

Variety

“When South by Southwest takes over Austin, Texas every spring, the city explodes with culture, new ideas and fresh sounds. Hundreds of artists descend to perform a variety of engaging showcases, intimate sets and show-stopping performances hoping to make their mark.”

Grammy.com

“This year, Austin’s South by Southwest sauntered further down the road of reclaiming its place as both one of the country’s leading festivals and as a foremost event through which emerging acts break out.”

Paper Magazine

“South by Southwest Film & TV Festival returns for 2023 with one of the most exciting slates we can remember....”

Austin-American Statesman

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“Though it started as a music festival in 1987, South By Southwest has grown into a huge, 10-day, city-overtaking event with film screenings, interactive showcases, and tech presentations.”

Houston Chronicle

“Every year at SXSW provides multiple opportunities to learn, discover, and dig in, but this year in particular really felt intentionally geared this way....”

Flagpole Magazine

“... wandering into clubs and side showcases can still reveal a new favorite band or song, and Texas artists can still make waves at a festival that has grown much bigger than its home state.”

Houston Chronicle

“It’s the stuff of dreams: a bunch of friends form a band (Floodlights), raise enough money at their gigs to fly to Texas, end up wowing all the right people at the world’s biggest music showcase, and get signed to a massive international label.”

Sydney Morning Herald

“South by Southwest frequently unleashes the best and boldest movies of the year months ahead of their theatrical debut. Just last year, the Austin-set fest played host to the sex-splashed slasher *X*, the rollicking whodunnit *Bodies Bodies Bodies*, the bonkers Nicolas Cage-as-himself romp *The Unbearable Weight of Massive Talent*, the action-packed rom-com *The Lost City*, and — most notably — the heart-warming (and ultimately Oscar-winning) sci-fi comedy *Everything Everywhere All At Once*.”

Mashable

“Pocos festivales concentran tanto contenido como South by Southwest (SXSW), el encuentro que nació hace 37 años en Austin, Texas, como una celebración de la música, hoy presenta los descubrimientos tecnológicos que pronto cambiarán nuestro modo de vivir, trabajar y entretenernos. Pero SXSW no sólo es música y tecnología, también es cine, comedia, gaming y nuevas formas de storytelling. Este año vimos una estrella nueva por primera vez, aprendimos por qué es importante la desextinción del mamut, de qué manera podemos aplicar AI al trabajo creativo, y nuevos tratamientos para una salud mental en crisis.”

Clarín (Argentina)

“Few festivals pack as much content as South by Southwest (SXSW), the gathering that was born 37 years ago in Austin, Texas, as a celebration of music, today presents the technological discoveries that will soon change the way we live, work and entertain ourselves. But SXSW is not only music and technology, it is also cinema, comedy, gaming and new forms of storytelling. This year we saw a new star for the first time, learned why de-extinction of the mammoth matters, how we can apply AI to creative work, and new treatments for mental health in crisis.”

Clarín (Argentina)

“SXSW’s international showcases have gone from a smattering of the week’s best kept secrets to the obvious contenders for must-see events.”

Austin Monthly

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“THE MUSIC PORTION of SXSW 2023 kicked off with wild parties, quietly powerful songwriting, new artists making an impression, and at least one surprise pop-up from A-list act — and it only got better after that.”

Rolling Stone

“South by Southwest (SXSW) continues to be one of the best places to get a read on the ‘what’s next?’ question for tech and entertainment.”

SportsPro Media

“People have FOMO... but, the truth is the South-By that you have is the South-By you’re supposed to have. You will meet and interact and have experiences that you’ve never had before. Are you going to have every single experience? Probably not, but you know what, the ones that you have are the ones you were meant to have.”

Variety’s Strictly Business Podcast

“The site for the Grammys once described the SXSW Music Festival as the Olympics of the music world. But drawing a comparison between this iconic Austin festival and anything else may be selling it short because the multi-day gathering goes far beyond a lineup of epic concerts, and marks a true convergence of the sectors of music, tech, film and education.”

Houston Chronicle

“March 10-19, 2023 is set to be the next iteration of what has become one of the largest and most prestigious events, drawing participants from all corners of the globe.”

Miami Herald