



Press Release

SXSW ANNOUNCES 2018 GRULKE PRIZE WINNERS

Austin, Texas – March 19, 2018 – The South by Southwest® (SXSW®) Conference and Festivals announced the winners for this year's Grulke Prize.

The award [<https://www.sxsw.com/festivals/grulke-prize/>], now in its sixth year, was developed in honor of our friend and colleague Creative Director Brent Grulke, who passed away on August 13, 2012.

Brent's love of music and the spirit of the festival is reflected in the three prize categories: Developing U.S. Act, Developing Non U.S. Act and Career Act.

The Developing Act Prizes are for artists who are breaking new ground with their creativity and show the most promise in achieving their career goals. The Career Act Prize is for an established artist who appeared at SXSW to reinvent themselves or launch a new project.

Last year's winners were The Lemon Twigs, Jain, and Robyn Hitchcock.

The **Grulke Prize winner for Developing U.S. Act** is **Starcrawler**. Hailing from Los Angeles, Starcrawler formed two years ago when lead vocalist Arrow de Wilde first met drummer Austin Smith. Shortly thereafter, guitarist Henri Cash and bassist Tim Franco joined the band. The group is known for their squalling riffs, thundering beats and incendiary performances, fronted by de Wilde's otherworldly magnetism. The band captivated audiences throughout their performances at this year's Music Festival.

The **Grulke Prize winner for Developing Non-U.S. Act** is **Jade Bird**. Already a recipient of the Reeperbahn Festival Anchor Award, this London-based songwriter took SXSW by storm, charming all who saw her with her clear voice and fetching songs. When she was barely a teenager, she learned to play guitar and started writing her own lyrics, eventually settling into an intense song-a-day pace. Some were good, others better left forgotten, but the process sharpened her chops and shaped her approach to songwriting. Her debut EP, *Something American*, is out now.

The **Grulke Prize winner for Career Act** is **Todd Rundgren**. A wizard, a true star — the title of Todd Rundgren's 1973 solo album aptly sums up the contributions of this multi-faceted artist to state-of-the-art music. As a songwriter, video pioneer, producer, recording artist, computer software developer, conceptualist — and — most recently, interactive artist (re-designated TR-i), Rundgren has made a lasting impact on both the form and content of popular music. His myriad production projects include albums by Patti Smith, Cheap Trick, Psychedelic Furs, Meatloaf, XTC, Grand Funk Railroad, and Hall and Oates.

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Jurors for the Grulke Prize include music critics, industry professionals, and SXSW staff, many of whom knew and worked with Brent over the years.

About SXSW

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, TX, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film and music industries. The event, an essential destination for global professionals, features conference programming, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW will take place March 8 - 17, 2019.

SXSW 2018 is sponsored by Capital One, Mercedes-Benz, Bud Light, and The Austin Chronicle.

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