

MUSIC magic

The stars align
at SXSW 2024

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It's hard to believe now that South by Southwest (SXSW) was once just an up-and-coming Central Texas music festival. Now, as the largest music, film and multimedia festival in the world, SXSW is *the* preeminent, drop-what-you're-doing destination, placing Texas firmly on the world stage of creativity.

Now in its 37th year, SXSW is a powerhouse well beyond what could've been imagined in 1987, as music, film and interactive technology have progressed in ways unfathomable nearly four decades ago. Every year has brought an ever-expanding lineup of talent, especially in music – the festival's original purpose. This year alone hosted more than 2,000 official performers from 60 countries in just 11 days.

Just a few of the artists who were "discovered" at SXSW are Amy Winehouse, Norah Jones, The White Stripes and The Strokes. Janelle Monáe, Haim and John Mayer also benefited from SXSW performances early in their careers.

Some highlights from this year's music festival include performances by the legendary Bootsie Collins and breakout artist Esteve, winner of the 2024 Gruke Prize for Developing U.S. Act, along with a keynote presentation by The Black Keys.

This year's film festival featured keynotes by Sydney Sweeney, Dev Patel and Daisy Ridley, as well as the premieres of *Civil War*, starring Kirsten Dunst; *The Fall Guy*, starring Ryan Gosling and Emily Blunt; *Monkey Man*, starring Patel; and *Immaculate*, starring Sweeney.

Badges for 2025 are already available. Next March will come fast.

Texas: "You're welcome."

