

Events

From 3/15 to 3/21/09

- SXSW Music Parties Sat
- SXSW Music Parties Fri
- SXSW Big Shows
- SXSW Music Parties Thurs
- SXSW Film and interactive Events and Parties

March 2009							April 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

Sunday, March 15

• Events

- **10:00 AM to 1:00 PM Kodak Sunday Brunch**
Location: Brush Square Park 5th/Neches – Across from the Austin Convention Center
- **10:00 AM to 3:30 PM film panels**
Location: Convention center
Notes: Sunday, March 15th
 - 10:00 am · No Budget to Low Budget
 - 11:00 am · BMI Presents: Film Music, the Bastard Child of Post Production
 - 11:00 am · Working With the Guilds
 - 11:00 am · Mini-Meeting: Casting/Directing Actors
 - 11:00 am · Mentors: Programmers
 - 11:30 am · Branded Entertainment: Brands Driving Content
 - 1:00 pm · Self Distribution Not All by Yourself
 - 1:00 pm · From Script to Screen
 - 1:00 pm · Mini-Meeting: Soundtracks
 - 1:00 pm · Mentors: Filmmakers
 - 3:00 pm · Building Your Team
 - 3:00 pm · A Stanley Kubrick Panel with Jan Harlan
 - 3:00 pm · Mentors: Writers
 - 3:00 pm · It Must Be Sold
 - 3:30 pm · Marketing Meets New Media: Building Your Audience Online
 - 3:30 pm · We Have Been Objectified: Identity, Consumerism, and the Future of Designed Objects
- **1:00 PM to 4:00 PM Facebook Developer Garage Austin – SXSW Edition**
Location: Pangaea (409 Colorado St)
- **4:00 PM to 6:00 PM The SXSW Block Party**
Location: Film + Interactive Trade Show (500 E Cesar)
- **5:00 PM to 7:00 PM SXSW Filmmaker BBQ**
Location: Maggie Mae's 323 E. 6th St.
Notes: SXSW Filmmaker BBQ
 - 5:00 pm – 8:00 pm
Maggie Mae's (323 E 6th St)
 - Maggie Mae's 323 E. 6th St.
Join ASCAP, 5 Alarm Music, and the Montana Film Office for the Fourth Annual SXSW Filmmaker BBQ and celebrate the premiere of the film "Still Bill" featuring Bill Withers. 5-6:30pm Private Reception – Filmmaker or Panelist Badge Required
- **5:00 PM to 7:00 PM A MAKE-OUT Party!**
Location: The Belmont 305 W. 6th St.
Notes: Austin Full Service Music and the Nashville Film Festival are throwing a party! Celebrating Festival Circuit Sensation and Official SXSW Film Selection "MAKE-OUT with VIOLENCE" We'll have soundtracks, actors, and a prom dress! Featuring Free Drinks, Music from the film, Giveaways and a live performance from Full Service Music artists Mr. Lewis and the Funeral Five.
- **6:00 PM to 7:00 PM SXSW Web Awards Pre-Party**
Location: owtown Hilton Hotel, 6th Floor Foyer (500 E 4th St)

- **6:00 PM to 8:00 PM PBS' Interactive Social Media & Online Video Studio**
Location: 406 E 6th St
- **6:00 PM to 8:00 PM PBS' Interactive Social Media & Online Video Studio**
Location: 406 E. 6th St.
Notes: PBS' Interactive Social Media & Online Video Studio
 - 6:00 pm – 8:00 pm
PBS' Interactive Social Media & Online Video Studio (406 E 6th St)
 - Join us for conversation, food & drinks, music, and special guests at 406 E. 6th St. For updates join PBS Engage/SXSW event on Facebook & pbs.org/sxsw
- **6:00 PM to 8:00 PM The Penguin Books / Clay Shirky Party**
Location: Firehouse Lounge (605 Brazos St)
- **7:00 PM to 9:00 PM Adobe 12th Annual SXSW Web Awards Ceremony – Presented by Adobe**
Location: Downtown Hilton Hotel, 6th Floor (500 E 4th St)
- **8:00 PM to 10:00 PM MY SUICIDE Premiere Party**
Location: Stubb's 801 Red River
Notes: Toast the filmmakers of MY SUICIDE and celebrate their SXSW premiere. Live music by Blue October on Stubb's Indoor Stage.
- **9:00 PM to 11:00 PM Bacon-Flavored Interactive After Party: Benefit for the Children's Music Fund**
Location: Red 7 (611 E 7th St)
- **9:00 PM to 11:00 PM FG SQUARED Party**
Location: Lucky Lounge (209 W 5th St)
- **9:00 PM to 2:00 AM (3/16) Imaginations**
Location: The Mohawk (912 Red River St)
URL: <http://www.conceptart.org/imaginations>
Notes: SXSW Interactive, ScreenBurn at SXSW, ConceptArt.Org Events and Massive Black Inc. present "Imaginations," a one of a kind multi-media performance combining cutting edge live digital art performances from the top video game and film artists in the industry, pulsing music, fashion runway by the one and only Loves Mariessa, and more beautiful muse's than you can count. Join us for a night of traditional and digital performance like you have never seen before.
- **9:30 PM to 1:30 AM (3/16) Facebook friends.get Party 2009**
Location: Pangaea (409 Colorado St)
- **10:00 PM to 11:00 PM Film florida 3rd Annual Film Florida Fish Fry**
Location: The Wave 408 E. 6th St.
Notes: Enjoy a taste of Florida and the Bahamas with Film Florida. What goes better with a cold brew than beer-battered fried fish, conch fritters, key lime tarts, and more!
- **10:00 PM to 12:00 AM (3/16) Fray Cafe 9**
Location: Red Eyed Fly (715 Red River)
- **11:30 PM to 2:00 AM (3/16) FOUR BOXES Premiere Party**
Location: The Tap Room 311 Colorado St.
Notes: Enjoy a drink with the filmmakers that brought you FOUR BOXES and celebrate the world premiere.

Monday, March 16

• Events

- **9:00 PM (3/15) to 2:00 AM Imaginations**
Location: The Mohawk (912 Red River St)
URL: <http://www.conceptart.org/imaginations>
Notes: SXSW Interactive, ScreenBurn at SXSW, ConceptArt.Org Events and Massive Black Inc. present "Imaginations," a one of a kind multi-media performance combining cutting edge live digital art performances from the top video game and film artists in the industry, pulsing music, fashion runway by the one and only Loves Mariessa, and more beautiful muse's than you can count. Join us for a night of traditional and digital performance like you have never seen before.

Events

From 3/15 to 3/21/09

- SXSW Music Parties Sat
- SXSW Music Parties Fri
- SXSW Big Shows
- SXSW Music Parties Thurs
- SXSW Film and interactive Events and Parties

March 2009							April 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

- **9:30 PM (3/15) to 1:30 AM Facebook friends.get Party 2009**
Location: Pangaea (409 Colorado St)
- **11:30 PM (3/15) to 2:00 AM FOUR BOXES Premiere Party**
Location: The Tap Room 311 Colorado St.
Notes: Enjoy a drink with the filmmakers that brought you FOUR BOXES and celebrate the world premiere.
- **10:00 AM to 5:00 PM Film Panels**
Location: Convention center
Notes: Monday, March 16th
 - 10:00 am · "Hey – You Got Your p2 In My Redcode!"
 - 10:00 am · Alpha Cine Digital to 35mm Demo: Anything in – Film out.
 - 11:00 am · Deciphering Funding
 - 11:00 am · HD 101: Items You Will Want to Consider Before Making an HD Camera Decision
 - 11:00 am · Mentors: Entertainment Lawyers
 - 11:00 am · Case Study: Winnebago Man
 - 11:30 am · The Future of the DVD and Digital Distribution
 - 1:00 pm · Making the Perfect Trailer: Mark Woollen Workshop
 - 1:00 pm · Mentors: Publicity
 - 1:00 pm · Delivery: Avoiding Future Nightmares
 - 3:00 pm · The Elevator Pitch
 - 3:00 pm · Mentors: Distributors
 - 3:00 pm · Mini-Meeting: Connecting to Audiences that Care: Filmmakers, Distributors and Activists Can Work Together
 - 3:00 pm · Robert Rodriguez and Henry Selick: A Conversation From the Third Dimension
 - 3:30 pm · A Conversation with Col Needham
 - 3:30 pm · You're Living in Your Own Private Branded Entertainment Experience
 - 5:00 pm · Girl Gaming Goes Mainstream: Cliches, Reality, and Community
- **11:30 AM to 2:00 PM Social Media For Social Good**
Location: Stubb's BBQ (801 Red River St)
Notes: Porter Novelli along with Jeff Pulver, Randi Zuckerberg and Stacey Monk will hold a special event at Stubb's Bar-B-Que – "Social Media for Social Good."
- **4:00 PM to 8:00 PM The Rackspace Cloud SXSW Lounge Party**
Location: Brush Square Park West Tent (across from the Austin Convention Center)

Notes: Come lounge with The Rackspace Cloud following SXSW Accelerator. Hookahs, hummus, henna. Beer, wine and wells. Tons of tech, too.
- **4:30 PM to 6:30 PM Mozilla Design Challenge**
Location: Moonshine (303 Red River)
Notes: Help Make the Web Suck Less.
- **5:00 PM to 7:00 PM DGA Reception**
Location: Lambert's Downtown Barbeque 401 W. 2nd St.
Notes: Celebrate SXSW 2009 Filmmakers with the Directors Guild of America. Join DGA for tasty food and drinks in a great venue. Filmmaker/Panelist Badge or DGA Membership Card Required

- **6:00 PM to 8:00 PM Nuclear Taco**
Location: Brush Square Park (across from the Austin Convention Center)
Notes: Now in its 7th year of SXSW Interactive, Nuclear Taco Night is a celebration of masochistic cuisine. Join a loose confederation of geeks to share the tears of joy that only come from experiencing Austin's hottest underground tradition: nuclear tacos. Don't worry – there will be ice cream to cool off the taste buds and music from Austin favorite Hilary York.
- **6:00 PM to 8:00 PM The Go Game**
Location: Six Lounge (117 W 4th St)
Notes: The Go Game's extravaganza at Six will crown a champion of the three day, 24/7 Running With SXSWissors mobile game. Watch teams battle and be the first to experience the highly anticipated "Hijack the Band" game – where the audience controls the show!
- **6:00 PM to 8:00 PM High School Shorts Screening**
Sunday, March 15th 6pm-8pm
Location: George Washington Carver Museum and Cultural Center
1165 Angelina Street
- **6:00 PM to 12:00 AM (3/17) Plutopia 2009: Living Systems**
Location: Palmer Events Center (900 Barton Springs Rd)
Notes: FREE to SXSW Badge Holders; \$10 General Public Immersive cutting edge futures music, art, and performance extravaganza. Five bands on 3 stages and over 80 artists. Headliners include The Heather Gold Show, Bruce Sterling and Ian McLagan & The Bump Band. [Plutopia.org/](http://plutopia.org/) @plutopia.
- **6:00 PM to 8:00 PM PBS' Interactive Social Media & Online Video Studio**
Location: 406 E 6th St)
Notes: Join us for conversation, food & drinks, music, and special guests at 406 E. 6th St. For updates join PBS Engage/SXSW event on Facebook & pbs.org/sxsw
- **6:00 PM to 8:00 PM Tocquigny SXSW Marketing Mixer**
Location: Frost Bank Building 17th Floor (401 Congress)
Notes: Grab a margarita and take in panoramic views of the city from the tallest building in Austin, enjoy barbecue from the coolest new BBQ joint in town, and talk advertising and design with the smartest folks in the business.
- **6:00 PM to 9:00 PM Austin on Rails Happy Hour**
Location: The Rec Room upstairs at Buffalo Billiards (201 E 6th St)
Notes: Ruby on Rails enthusiasts are invited to join the Austin on Rails user group, FiveRuns, and OtherInbox for drinks, appetizers, pool, foosball, pinball, and air hockey! RSVP to sxsw@fiveruns.com.
- **6:00 PM to 8:00 PM PBS' Interactive Social Media & Online Video Studio**
Location: PBS Studio (406 E 6th St)
Notes: Join us for conversation, food & drinks, music, and special guests
- **7:00 PM to 9:00 PM SAG Indie/Writers Guild of America, West Reception**
Location: Lenai (422 Congress Avenue, Suite C)
Notes: Filmmakers and panelists are invited to enjoy drinks and appetizers with SAGIndie and the WGA, West in a new hip Austin bar. Filmmaker or Panelist Badge Required
- **7:00 PM to 9:00 PM Interactive at the Movies: The Two Bobs**
Location: The Paramount (713 Congress Ave)
Notes: Just as they finish their groundbreaking violent video-game masterpiece, the two gaming legends known as THE TWO BOBS discover that their precious game-software has been stolen... and with it, their livelihoods, genius reputations, everything they own.
- **7:00 PM to 9:30 PM 20 x 2**
Location: The Parish (214 E. 6th St.)
Notes: What happens when you take twenty hand-picked creatives, give them each two minutes and the same ethereal question to interpret before a live audience? In it's ninth SXSW, that's 20x2. Join us this year as we crack the code when asked "What's It Gonna Take?"

Events

From 3/15 to 3/21/09

- SXSW Music Parties Sat
- SXSW Music Parties Fri
- SXSW Big Shows
- SXSW Music Parties Thurs
- SXSW Film and interactive Events and Parties

March 2009							April 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7			1	2	3	4	
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

- **7:30 PM to 10:00 PM The Great British Booze-up**
Notes: The Great British Booze-up is back for its third year, and this time it's personal. Those lovely guys from Clearleft, Boagworld and Naklab have put some money behind the bar and will be treating our American cousins to a good old fashioned knees-up to a soundtrack of great British tunes, straight from the mixmaster himself, DJ Clagnut. Choppa choons and lashings and lashings of tasty beer. What more could you ask for?
- **8:00 PM to 10:00 PM SXSW Interactive / Film Fusion Party Hosted by Whrrl and Sun Microsystems**
Location: Red Eyed Fly 715 Red River
Notes: Whrrl and JavaFX invite you to join us for an evening of food, drinks and world-class entertainment at the official SXSW Film & Interactive "Fusion" party! Hosted bar and appetizers, the launch of Whrrl v2.0, and world premiere of Sparhusen, featuring actress Ileana Douglas.
- **8:00 PM to 9:30 PM Convio Nonprofit Technology Bash**
Location: BD Riley's (204 E 6th St)
Notes: Convio proudly presents the first-ever SXSW nonprofit technology bash, featuring Social Actions and the celebrity judges of their Change the Web Challenge. Join us for live music, drinks, nptech application demos and plenty of free swag!
- **8:30 PM to 11:00 PM Blurb Party**
Location: The Tap Room (311 Colorado St)
Notes: Join fellow Blurbarians at the Tap Room for a rockin' time. Aside from the usual free drinks, we'll have a sweet nacho bar and a slew of special guests. More info to come - check out the Blurb blog for all SXSW details as they're announced!
- **9:00 PM to 1:00 AM (3/17) The Annual Chronicle Film Bash**
Location: La Zona Rosa (612 W 4th St)
Notes: Join 'The Austin Chronicle' and Natural American Spirit for 'The Austin Chronicle' Film Bash on Monday, March 16! Grab a drink on us, eat food from local Austin restaurants and listen to live music from The Black and White Years. Make sure to stop by the Natural American Spirit table on the smoking deck or the 'Austin Chronicle' booth during the Film Trade Show to get your invitation to the party.
- **9:00 PM to 2:00 AM (3/17) The Decider Party**
Location: The Mohawk (912 Red River St)
Notes: The Onion and The Barbarian Group team up again. This time, to celebrate Decider.com, the new website from the editors of the A.V. Club. Featuring performances from The Wooden Birds, The Lemurs, Low Line Caller, The Evangelicals, and Eugene Mirman.
- **9:00 PM to 11:00 PM MTV breakout artist THEM TERRIBLES performing live with renowned painter LEBO**
Location: Speakeasy (412 Congress Ave #D)
Notes: Arts Fund presents live music & painting, Interactive video, food and drinks. Debuting two interactive web series: "Inspired By" featuring LEBO, and "The Veggie Bros" featuring LEBOstudios animation.
- **9:30 PM to 12:30 PM (3/17) Mashable Party**
Location: Six Lounge (117 W 4th St)
Notes: Get ready to rock with music, drinks, and all around fun at the Mashable party. We've got some big things in store you won't want to miss. Keep your eyes on Mashable and Mashable's Twitter for more info.
- **10:00 PM to 2:00 AM (3/17) The New Orleans Party**
Location: Lucky Lounge (209 W 5th St)
Notes: Orleans takes SXSW by storm with a rocking party! Come for great NOLA music and meet our techies and creatives.
- **10:30 PM to 11:30 PM SXNW Party**
Location: Iron Cactus (606 Trinity St)
Notes: Acquia, Blue Flavor, Rackspace, and Raincity Studios Present the 4th Annual SXNW Geek Party.
- **11:00 PM to 2:00 AM (3/17) "Observe and Report" Premiere Party**
Location: Emo's (603 Red River)
Notes: Celebrate the SXSW premiere of Warner Brothers' OBSERVE AND REPORT with Technicolor. Enjoy drinks and share movie quotes with party-goers.

• Events

- **9:00 PM (3/16) to 2:00 AM The Decider Party**
Location: The Mohawk (912 Red River St)
Notes: The Onion and The Barbarian Group team up again. This time, to celebrate Decider.com, the new website from the editors of the A.V. Club. Featuring performances from The Wooden Birds, The Lemurs, Low Line Caller, The Evangelicals, and Eugene Mirman.
- **9:00 PM (3/16) to 1:00 AM The Annual Chronicle Film Bash**
Location: La Zona Rosa (612 W 4th St)
Notes: Join 'The Austin Chronicle' and Natural American Spirit for 'The Austin Chronicle' Film Bash on Monday, March 16! Grab a drink on us, eat food from local Austin restaurants and listen to live music from The Black and White Years. Make sure to stop by the Natural American Spirit table on the smoking deck or the 'Austin Chronicle' booth during the Film Trade Show to get your invitation to the party.
- **9:30 PM (3/16) to 12:30 PM Mashable Party**
Location: Six Lounge (117 W 4th St)
Notes: Get ready to rock with music, drinks, and all around fun at the Mashable party. We've got some big things in store you won't want to miss. Keep your eyes on Mashable and Mashable's Twitter for more info.
- **10:00 PM (3/16) to 2:00 AM The New Orleans Party**
Location: Lucky Lounge (209 W 5th St)
Notes: Orleans takes SXSW by storm with a rocking party! Come for great NOLA music and meet our techies and creatives.
- **11:00 PM (3/16) to 2:00 AM "Observe and Report" Premiere Party**
Location: Emo's (603 Red River)
Notes: Celebrate the SXSW premiere of Warner Brothers' OBSERVE AND REPORT with Technicolor. Enjoy drinks and share movie quotes with party-goers.
- **10:00 AM to 5:00 PM Film Panels**
Location: Convention center
Notes: Tuesday, March 17th
 - 10:00 am · Smoke and Mirrors - The Art of Visual FX
 - 11:00 am · Mini-Meeting: Texas Filmmaker Production Fund
 - 11:00 am · Mentors: Producers
 - 11:00 am · A Conversation with Michael Penn
 - 11:00 am · Observe and Report: A Case Study - A Man and His Gun
 - 11:30 am · The Future of Visual Storytelling is Interactive -- Or Is It?
 - 1:00 pm · Mentors: Press and Bloggers
 - 1:00 pm · A Conversation with Richard Linklater & Todd Haynes
 - 1:00 pm · Managing Your Expectations: Indie Film Realities
 - 3:00 pm · Mentors: Filmmakers
 - 3:00 pm · Vivid Entertainment - The Sex-Driven Market
 - 3:00 pm · Surviving the Festival Circuit
 - 3:30 pm · From HEROES to HELLBOY: Inside Transmedia Storytelling
 - 5:00 pm · From Framing Shots to Pushing Pixels: Crossing Between Film and Video Games
- **7:00 PM to 8:00 PM SXSW Film Awards Reception**
Location: Brush Square Park: SXSW East Tent (5th and Neches)
Notes: Toast independent film's rising stars at this year's SXSW Film Awards Reception. This pre-awards party, sponsored by Film in North Carolina, starts the evening off right.

Tuesday, March 17

Events

From 3/15 to 3/21/09

- SXSW Music Parties Sat
- SXSW Music Parties Fri
- SXSW Big Shows
- SXSW Music Parties Thurs
- SXSW Film and interactive Events and Parties

March 2009							April 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

- **7:00 PM to 1:00 AM (3/18) SXSW Interactive Closing Party**
Location: La Zona Rosa (612 W 4th St)
Notes: The party to end all parties. Get there early to enjoy delicious BBQ, hang on tight to the mechanical bull, and enjoy the cool sounds of DJ Franki Chan, Voxtrout and DJ Prince Klassen!
- **8:00 PM to 9:00 PM SXSW Film Awards**
Location: Austin Convention Center Theater (501 E 4th St)
Notes: Celebrate SXSW 2009's brightest stars! The '09 Film Awards will be emceed by Austin's own, Jimmie Roulette, who's performed on Comedy Central's Premium Blend and the HBO Comedy Festival in Las Vegas. This year's Film Awards is sure to be unlike any other.
- **9:00 PM to 12:00 AM (3/18) BritBash**
Location: Latitude 30 (512 San Jacinto)
Notes: UK Trade & Investment invites you to celebrate the best of SXSW Interactive and Music at BritBash! This event will feature The Proclaimers, Alice Russell, The Post War Years, and The Webb Sisters. (Ticket information available at the UKT&I stand in the interactive trade show!)
- **9:00 PM to 2:00 AM (3/18) SXSW Film Closing Party – Hosted by Natural American Spirit**
Location: Maggie Mae's (323 E 6th St)
Notes: You won't want to miss the bash that officially closes the 2009 SXSW Film Conference. Good company and complimentary food and beverages are sure to make this an unforgettable event.

party! Join us for grub, libations and the freshest north-of-the-border tunes, at the 4th annual Canadian Blast BBQ in Brush Square Park. This year we bring the house down with Shout Out Out Out Out, Sebastien Grainger & The Mountains, Mother Mother, Beast, Two Hours Traffic and Arkells. website

- **5:00 PM to 8:00 PM Austin Sister Cities International Music**
Location: West Tent (Brush Square Park)
Notes: Austin, Texas is a member of Sister Cities International, an organization which promotes cultural and music exchanges as important tools to achieve global understanding. Come on down for some Texas barbeque and enjoy fabulous international music from Norway, Japan and Mexico. Let's do our part to rock out from the same global sheet of music!
- **5:00 PM to 7:00 PM The British Music @ SXSW Launch Party**
Location: Latitude 30 (512 San Jacinto)
Notes: The British Music @ SXSW Launch Party
 5:00 pm – 7:00 pm
 British Music Embassy at Latitude 30 (512 San Jacinto)
 Dananananaykroyd, The Electric City, Slow Club. Hosted by Nic Harcourt. This launch event for the British programme at SXSW is by invitation only.
- **6:30 PM to 8:30 PM Music Fest Welcome Dinner**
Location: Four Seasons Ballroom (98 San Jacinto Blvd.)
Notes: Ease into SXSW at a special networking event at the Four Seasons Hotel. This four-course dinner features a cash bar; advance reservation and payment is required.

Wednesday, March 18

• Events

- **7:00 PM (3/17) to 1:00 AM SXSW Interactive Closing Party**
Location: La Zona Rosa (612 W 4th St)
Notes: The party to end all parties. Get there early to enjoy delicious BBQ, hang on tight to the mechanical bull, and enjoy the cool sounds of DJ Franki Chan, Voxtrout and DJ Prince Klassen!
- **9:00 PM (3/17) to 2:00 AM SXSW Film Closing Party – Hosted by Natural American Spirit**
Location: Maggie Mae's (323 E 6th St)
Notes: You won't want to miss the bash that officially closes the 2009 SXSW Film Conference. Good company and complimentary food and beverages are sure to make this an unforgettable event.
- **12:00 PM to 4:00 PM Lubbock New West Texas Music**
Location: Momo's (618 W. 6th St.)
Notes: Lubbock New West Texas Music
 12:00 pm – 4:00 pm
 Momo's (618 W. 6th St.)
 Join Visit Lubbock on the beautiful rooftop at Momo's overlooking West 6th Street (above Katz's) for the Lubbock New West Texas Music Party, spotlighting great new music from Legendary Lubbock. The afternoon party will highlight performances by some of the most recognizable Lubbock artists, including Kenny Maines of the Maines Brothers Band, singer/songwriter Andy Eppler, Amanda Shires of Thrift Store Cowboys, and the Cary Swinney Trio.
- **12:30 PM to 3:30 PM The Belfast Nashville Songwriters Party**
Location: British Music Embassy at Latitude 30 (512 San Jacinto)
Notes: The Belfast Nashville Songwriters Party
 12:30 pm – 3:30 pm
 British Music Embassy at Latitude 30 (512 San Jacinto)
 Lost Brothers, Ben Glover, Bap Kennedy, Eilidh Patterson, Ken Haddock, Anthony Toner, plus Nashville artists Keegan DeWitt, Roman Candle and Tenn Out Of Tenn. Fine food and drink served for party attendees. By RSVP – sign up at www.britishmusic.biz.
- **3:00 PM to 7:00 PM Canadian Blast BBQ**
Location: East Tent (Brush Square Park)
Notes: SXSW Music wouldn't be the same without Canada starting the

Thursday, March 19

• Events

- **12:00 PM to 6:00 PM College Day Party**
Location: Flamingo Cantina (515 E. 6th St.)
Notes: Team Clermont and Utne Reader present the official College Day Party featuring music by Mirah, Casiotone for the Painfully Alone, Modern Skirts, Slaraffenland, Telekinesis, Ruby Isle, Rafter (DJ Set), and Loney Dear featuring Wildbirds & Peacedrums.
- **12:00 PM to 6:00 PM Authentic Records and Hey Cole Presents**
Location: Soho Lounge (217 E. 6th St.)
Notes: Join Hey Cole Presents and Authentic Records along with Near Records as they present music from up-and-coming artists including April Smith and the Great Picture Show, She Swings, She Sways, Jillian Rhys, Anthony Fiumano and the Medicine Chest, Bonne Finken, Jerzy Jung, Readymade Breakup, Rick Barry and others. Great music is just one reason to join us – we'll have a generous open bar and free food.
- **12:00 PM to 6:00 PM Sounds Australia House**
Location: Friends (208 E. 6th St.)
Notes: C'mon down (under) and enjoy a great event...Aussie style! The party kicks off with six daytime performances, followed by official Aussie SXSW showcases at night. Enjoy two great Aussie traditions...music and hospitality. We'll also be raffling off a pair of roundtrip tickets to Australia courtesy of Qantas Airlines! Don't forget to say G'day! Artists performing include Lenka, The Boat People, An Horse, Andy Bull, Birds of Tokyo, Red Riders, and many more!
- **12:00 PM to 5:30 PM Gibson**
Location: Maggie Mae's Gibson Room (512 Trinity)
Notes: Gibson Guitar brings SXSW a taste of Texas on Thursday, March 19. The premier musical instrument maker is featuring the best talent that the Lone Star State has to offer. Enjoy the exclusive room upstairs at Maggie Mae's that showcases everything Gibson – from electric guitars suspended from the wall to concert photographs and a bar shaped like the silhouette of a Les Paul guitar. Complimentary food and drinks provided while they last!
- **12:00 PM to 3:00 PM Memphis Music Foundation**
Location: West Tent (Brush Square Park)
Notes: From the city where Legendary Music was born, the challenge has been made: The Best Music and BBQ at SXSW are from Memphis. Enjoy BBQ direct from Memphis, cooked by our own BBQ master. Presentations

Events

From 3/15 to 3/21/09

- SXSW Music Parties Sat
- SXSW Music Parties Fri
- SXSW Big Shows
- SXSW Music Parties Thurs
- SXSW Film and interactive Events and Parties

March 2009							April 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

by Big Star drummer Jody Stephens and Ardent Recording artist Jump Back Jake, Hustle and Flow director Craig Brewer and MTV \$5 Cover band, Two Way Radio, and much more

- **12:00 PM to 6:00 PM Canada House**
Location: El Sol y La Luna (600 E. 6th St.)
Notes: Noon to 2:30 pm – All musicians are invited to the Surprise Artists' Brunch to launch Canada House! Enjoy a Great Canadian Kitchen Party with Canadian bands including Delhi2Dublin and special surprise guests. The official launch of the Canadian Blast WINN-EH?-BAGO on 6th at Red River. Cruise on over after the boat cruise for a famous El Sol Brunch and cold ones! Don't miss it! 3:00–6:00 pm – Last Gang Records Private Party featuring Mother Mother, Magneta Lane, Sam Roberts Band, and Emma Lee.
- **1:00 PM to 6:00 PM Transgressive Presents**
Location: East Tent (Brush Square Park)
Notes: Two of the indie world's most prestigious organisations – London's Transgressive and Chicago's Chocolate Industries – present a SXSW 09 two-way mash-up with an exclusive, special line-up of live bands, DJs and free beverages. Featuring sets from Graham Coxon, Esser, Miles Benjamin Anthony Robinson, and Free Moral Agents.
- **2:00 PM to 5:00 PM New Music From Northern Ireland**
Location: British Music Embassy at Latitude 30 (512 San Jacinto)
Notes: Fighting With Wire, In Case Of Fire, The Beat Poets, General Fiasco, Skibunny + some fine food and drink for party guests. By RSVP – sign up at www.britishmusic.biz.
- **2:00 PM to 6:00 PM Kerrang! Magazine**
Location: The Wave (408 E. 6th St.)
Notes: The planet's biggest Rock magazine, the planet's most kick-ass game and a line-up to save your sister from! Oh and did we mention a few beers to boot! See you down the front with: Enter Shikari, The Bronx, Attack! Attack! (UK), Rolo Tomassi and Frank Turner. By invitation only.
- **3:00 PM to 6:00 PM MySpace Records Friends & Family Happy Hour**
Location: Cedar Door (201 Brazos St)
Notes: Come enjoy free drinks, swag giveaways and lots of fine music from MySpace Records and their friends and affiliated artists. Performances by Meiko, Ed Harcourt, Amber Rubarth, Kate Tucker, The Real You and The Strange Atomic (Tony Hajjar from Sparta & Jonathan Case from Restaurant) and an open bar to quench that Texas-sized thirst. SXSW badges & wristbands welcome.
- **3:00 PM to 6:00 PM Oklahoma Film & Music**
Location: Palm Door (401 Sabine St.)
Notes: Sax, Clogs & Rock-n-Roll...Woody Guthrie to the Flaming Lips... American Idols to country music icons. Oklahoma is full of musical talent in every variety. And whether you're a small town singer or a superstar, Oklahoma is a great place to show 'em what you've got. Around here, the costs are low, the location is central and the livin' is easy. Music and Platinum badgeholders are invited to join us for original Oklahoma music, food and drink with performances by The Uglysuit, Samantha Crain & The Midnight Shivers, Stars Go Dim, Ryan Lindsey, and Colourmusic!
- **4:00 PM to 6:00 PM The SXSW Block Party**
Location: Music Trade Show (500 E Cesar Chavez St)
Notes: The Block Party, modeled after the popular pub crawl, is a new addition to the 2009 Trade Show. Talk with exhibitors in a festive atmosphere and enjoy complimentary appetizers and beverages. Visit the following stands for some networking, drinks and snacks!:
- **4:30 PM to 8:30 PM Sounds From Spain**
Location: West Tent (Brush Square Park)
Notes: Don't miss it! It's the freshest thing at SXSW! Authentic paella, sangria, Spanish beer and wine.... plus great new music from Nacho Vegas, Underwater Tea Party, La Habitacion Roja, The Right Ons, Los Coronas, special guest Depedro, and SFDK
- **5:00 PM to 8:00 PM Custard Records**
Location: Lanai (422 Congress)
Notes: Join Custard Records on the roof deck of Lanai to celebrate our new artists – Crash Kings, Little Fish, and Reni Lane – as well as our partnership with Universal Motown. Cocktails and appetizers will be served. Media and invitation only.

■ **5:00 PM to 9:00 PM SXSW 2009 Auditorium Shores Stage Free Concert Series**
Location: Auditorium Shores
Notes: Thursday, March 19

5:00 pm Gates open
 6:00 pm Elvis Perkins In Dearland
 7:00 pm Cold War Kids
 8:15 pm M Ward

Friday, March 20

• Events

- **11:30 AM to 5:30 PM Sonicbids**
Location: Maggie Mae's (323 E. 6th St.)
Notes: Don't miss Sonicbids' Official SXSW Party (presented by Armed Forces Entertainment) at Maggie Mae's: free drinks, free food, amazing music, and some really sweet goodie bags for attendees!
- **11:30 AM to 6:00 PM Full Irish Breakfast Party**
Location: BD Riley's (204 E. 6th St.)
Notes: Head over to BD Riley's for the annual Full Irish Breakfast Party, presented by First Music Contact. Performances this year include Kiernan McMullan, The Lost Brothers, Lisa Hannigan, One Day International, The Mighty Stef, The Urges, In Case of Fire, Fight Like Apes, Republic of Loose and Fighting with Wire. Email angela@firstmusiccontact.com to get on the guest list. This event always reaches capacity, so get there early.
- **12:00 PM to 5:30 PM Canada House**
Location: El Sol y La Luna (600 E. 6th St.)
Notes: Noon–3:00 pm – Ontario Media Development Corporation Party – The OMDC invites you to check out our hot new Ontario sounds: Get chivalrous with Gentleman Reg. Travel back in time with Jill Barber. Get pumped to Slim Twig and rock it out with the Arkell. Top it off with a sumptuous El Sol Brunch and bevies. All SXSW badgeholders welcome! Sask By SouthWest Bash 3:00 to 5:30 pm – Get ready to bask in SaskMusic! Hop on board a Canadian road trip to the incredible sounds of Jay Semko, Little Miss Higgins, The Deep Dark Woods and Skavenjah. Come and enjoy the prairie hospitality ride all afternoon!
- **12:00 PM to 3:00 PM Berlin Fest**
Location: West Tent (Brush Square Park)
Notes: Achtung! Listen up, the new sound of Berlin is coming straight at you from the boiling hot, global melting pot for cutting edge music at the heart of Europe. Enjoy German beer and currywurst, make new contacts, strengthen existing ones and „Listen to Berlin!“ to discover exciting newcomers on the scene. Artists include M.A.N.D.Y. (Get Physical), CLP feat. Tunde Olaniran & Kovas (Boysnoize, Shitkatapult), Popular Damage (electroreptil).
- **12:00 PM to 6:00 PM Underage Party at SXSW**
Location: Momo's (618 W. 6th St.)
Notes: Ever wonder why the music of the 50s and 60s retains its power? Because it was pure rock & roll made for young people by young people! Along the way the music grew up, got older and wiser, and lost its youthful vitality. N.A.M.M.'s Wanna Play? and Blastbeat invite you to come hear 15 bands from across the United States with musicians aged 21 and under will perform in wildly diverse genres ranging from hiphop and indie to electronica and blues.
- **12:00 PM to 5:00 PM Musicheals International Hip-Hop Charity Party**
Location: Aces Lounge (222 E. 6th St.)
Notes: Musicheals is opening a community hospital built by music and art! Join the cause while enjoying the many voices of hip-hop at our "International House of Hip-Hop" featuring Paul Wall, members of Swishahouse Records, Tha Transmission featuring Cornbreadd from MTV's "Money & Tha Power", Invincible, Y-Love, Diwon & Epryhme of Shemspeed / Modular Moods, and Dubtex. Show your SXSW badge for entry
- **12:00 PM to 7:30 PM Aussie BBQ**
Location: East Tent, Brush Square Park
Notes: The annual Aussie BBQ is back with free food and drinks, plus performances by The Boat People, The Red Riders, The Fumes, Gabriella

Events

From 3/15 to 3/21/09

- SXSW Music Parties Sat
- SXSW Music Parties Fri
- SXSW Big Shows
- SXSW Music Parties Thurs
- SXSW Film and interactive Events and Parties

March 2009							April 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

Cilmi, Josh Pyke, The Grates, Temper Trap, The Drones, Youth Group, My Disco, Birds of Tokyo, and Infusion. By invitation only.

- **12:00 PM to 4:00 PM Live 88.5 Big Money Shot**
Location: The Velveeta Room (521 E. 6th St.)
Notes: Check out some of the best unsigned talent from the Great White North! Newcap Radio and LiVE 88.5 FM in Ottawa, Canada present the LiVE 88.5 Big Money Shot party with performances from Sojourn, Tim's Myth, Loudlove and St. Joe's Mission. Show your SXSW badge for entry
- **12:00 PM to 5:00 PM SXSW Music Stimulus Party**
Location: The Parish (214-B E. 6th St.)
Notes: Graphic Sound, Luck Media & Marketing, Blaster Records, and TMG Music present this must-attend event with premium open bar, buffet food and an incredible line-up of live music including country artist and Next Big Star Winner "Brother Trouble", songwriter Mark Collie, reggae artist David Kirton, Josh and The Empty Pockets, 16 Second Stare, Dave Ritz, Teri Catlin, Phoenix Block, plus the Gigi DeNisco Band.
- **12:00 PM to 5:00 PM Village Voice Media presents The Showdown**
Location: La Zona Rosa (612 W. 4th St.)
Notes: Village Voice Media presents The Showdown 2009. Join us on Friday, March 20th at La Zona Rosa from noon to 5 p.m. Featured performances by M.Ward, Gomez, Cursive, and Bear Hands!
- **12:00 PM to 6:00 PM Next Big Nashville**
Location: The Tap Room at Six (311 Colorado St.)
Notes: T for Texas? T(ea) for Tennessee! Come see the Next Big things in music and technology from Nashville and beyond all while enjoying some Southern hospitality including complimentary Firefly Sweet Tea Vodka, biscuit bar and prizes including gear, Toontrack software and more. Artists include The Features, Howlies, Daniel Martin Moore and Madi Diaz.
- **12:30 PM to 6:00 PM SFxSXSW**
Location: The Wave (408 E. 6th St.)
Notes: Talking House, The City of San Francisco, and The One and Only LIVE 105 present free drinks and SF's hottest bands on 2 stages: Vetiver, Or The Whale, The Federalists, LoveLikeFire, Botticellis, Dizzy Balloon, Sleepy Sun, The Stone Foxes, Maus Haus, HOTTUB! Stick around for the evening show: The Morning Benders, the Matches, The Lovemakers, Scissors for Lefty, Loquat, When Girls Collide!
- **1:00 PM to 5:30 PM Berklee College of Music**
Location: Friends (208 E. 6th St.)
Notes: Berklee College of Music presents its 4th annual SXSW party featuring performances by Berklee, Berkleemusic, and Heavy Rotation Records alumni and student artists. Acts include Melissa Ferrick, Annie Lynch and the Beekeepers, The Hollow Sound, Kid:nap:kin, The Motion Sick, Ma'ayan Castel, Aaron Sinclair (of Frank Smith), The Volunteers, and SuperVolcano. Hosted by Sarah Sharp.
- **1:00 PM to 5:00 PM Little Steven's Underground Garage**
Location: Antone's (213 W. 5th St.)
Notes: Purveyor of all things garage rock, Little Steven Van Zandt spotlights the very best with The Magical Mystery Mondo Matinee, with a stellar line-up including The Urges, The Cocktail Slippers, The Chesterfield Kings, The Krayolas, Roy Head, and The Arc Angels. Plus 60's swinging go-go dancing from the Garage Girls A Go-Go. Join us early for a lunchtime feast & complimentary drinks.
- **1:00 PM to 5:00 PM D'Addario Day Party**
Location: The Rusty Spurs (403 E. 7th St.)
Notes: D'Addario, in association with The Viper Room, Swing House, The Musebox, presents free guitar stringing, intonations and set-ups - wine tasting - food, games and free swag for the musician in need. Also featured are electric and acoustic sets.
- **2:00 PM to 5:00 PM SPV**
Location: Soho Lounge (217 E. 6th St.)
Notes: Let's make SXSW 2009 as loud as possible! Join SPV Records along with Heavy Hitter Inc., Metal Maniacs magazine, and Rive Video Promotions for an afternoon of beer, barbecue and METAL! Help celebrate the vitality of the heavy music scene while reconnecting with the people who make it all happen.

- **2:00 PM to 6:00 PM Showcasing Scotland**
Location: British Music Embassy at Latitude 30 (512 San Jacinto)
Notes: Come On Gang, Found, My Latest Novel, The Pictish Trail, Twin Atlantic + TexMex finger food and drinks for party guests.
- **5:00 PM to 9:00 PM SXSW 2009 Auditorium Shores Stage Free Concert Series**
Location: Auditorium Shores
Notes: Friday March 20
 5:00 pm Gates open
 6:00 pm Bob Schneider
 7:00 pm Raul Malo
 8:00 pm The ARC Angels
- **6:00 PM to 8:00 PM New Zealand**
Location: West Tent (Brush Square Park)
Notes: Join your favourite Kiwis for a night of music, beer and fine wine courtesy of Kim Crawford Wines. Featuring music from Cut Off Your Hands, The Brunettes, Midnight Youth, Bang Bang Eche, and Ladyhawk
- **6:00 PM to 11:00 PM Gospel Music at SXSW**
Location: George Washington Carver Museum and Cultural Center
 1165 Angelina Street
 Austin, TX 78702

Saturday, March 21

• Events

- **12:00 PM to 5:30 PM MPress Records**
Location: Soho Lounge (217 E. 6th St.)
Notes: Join MPress Records for an afternoon of free cocktails, free food and amazing music! Performances by Katie Costello, Gregory Douglass, Seth Glier, Amy Speace & The Tearjerks, Melissa Ferrick, Rachael Sage & The Sequins, as well as Sarah Borges & The Broken Singles. There will also be giveaways courtesy of our sponsors Music Dish, Online Gigs, A to Z Media and Planetary Group.
- **12:00 PM to 5:30 PM Canada House**
Location: El Sol y La Luna (600 E. 6th St.)
Notes: Noon-3:00 pm - M 4 Montreal vs T for Toronto - Hot urban sounds greet you at the friendly battle of the best bands from Canada's mega cities. Throw down your gauntlets to Wintergloves! Sparks will fly with Ohbijou! Get knocked out by Woodhands. Feel the earth move with Thunderheist. Get bitten by Beast. You be the judge while enjoying an amazing M 4 Mexican Brunch Party. 3:00-5:30pm Bump Into Canada - Bumstead Productions, Finkelstein Management, and Mint Records invite you to listen to some great Canadian music by Grand Analog, Immaculate Machine, Two Hours Traffic and The Golden Dogs.
- **12:00 PM to 3:00 PM Yorkshire Launch Party**
Location: British Music Embassy at Latitude 30 (512 San Jacinto)
Notes: Wild Beasts, Sky Larkin, Rolo Tomassi, Paul Marshall, Talk To Angels + some fine Yorkshire themed food and drink for party guests.
- **12:00 PM to 6:00 PM SXSeattle**
Location: Palm Door (401 Sabine)
Notes: Seattle's music scene is as vibrant and eclectic as ever, having outgrown the image of simply being the home of "grunge". Get your party on with our stellar line-up of artists who are making waves this year, including Blue Scholars and Common Market, Past Lives, Barcelona, Natalie Portman's Shaved Head, New Faces, Mt. St. Helen's Vietnam Band, Dynah and Hey Marseilles. Free Caffé Vita Coffee, Pacific Northwest food and free beer!
- **1:00 PM to 6:00 PM Birthright Israel NEXT + JDub Records**
Location: Copa Patio (217 Congress Ave)
Notes: Relax and recharge before the last night of SX at Birthright Israel Next & JDub Records' "Rest Stop" on Copa's beautiful outdoor patio. JDub bands and friends - Deleon, Golem, Fools Gold, and Girls in Trouble - will provide the perfect soundtrack for guests to nosh on bagels (with the works!). Free drinks and good times included.

Events

From 3/15 to 3/21/09

- SXSW Music Parties Sat
- SXSW Music Parties Fri
- SXSW Big Shows
- SXSW Music Parties Thurs
- SXSW Film and interactive Events and Parties

March 2009

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April 2009

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

1:00 PM to 5:00 PM Gospel Music at SXSW

Location: George Washington Carver Museum and Cultural Center
1165 Angelina Street
Austin, TX 78702

2:00 PM to 6:00 PM Q Magazine

Location: The Parish (214-B E. 6th St.)

Notes: The UK's leading music magazine and the best for new music! Q Magazine in association with Guitar Hero World Tour present: You Me At Six, Graham Coxon, Pete & the Pirates, Jay Jay Pistolet, Fanfarlo and Delta Spirit. Invitation only.

3:00 PM to 6:00 PM Liverpool Sound City / The Best Of The Northwest

Location: British Music Embassy at Latitude 30 (512 San Jacinto)

Notes: The Hot Melts, Wave Machines, The Whip + Liverpoolian themed food and drink for party guests.

4:00 PM to 8:00 PM Chop Shop - Atlantic Records

Location: East Tent, Brush Square Park

Notes: Join us for free drinks and great music from Chop Shop Records, the label of music supervisor Alexandra Patsavas (Twilight, Gossip Girl, The O.C.), and Atlantic Records. Performances by The Republic Tigers, The Little Ones, Anya Marina, Matt Hires, Janelle Monae, and Little Boots. Presented by TheWB.com & Josh Schwartz's (Gossip Girl) ROCKVILLE CA.

4:30 PM to 6:00 PM VH1 rockDocs after party

Location: Rock Band Lounge (311 E 5th St.)

Notes: Talk, Rock, and Remember. VH1 rockDocs and Warner Home Video invite you to celebrate the 40th anniversary of Woodstock with a rockin' party that begins immediately after the official SXSW panel, "Woodstock: Untold Stories." Join panel members, filmmakers, and music industry insiders for plenty of food, drink, and rock and roll.

5:00 PM to 10:00 PM Auditorium Shores free concert series

Notes: Saturday March 21

Acts for the whole family:

12:30 pm Astrograss

1:05 pm Joe McDermott

1:45 pm Daddy a Go-Go

2:25 pm Biscuit Brothers

3:20 pm Jambo

4:00 pm The Telephone Company

Evening Showcases:

4:50 pm Fastball

5:50 pm Beach House

7:00 pm The Cannabinoids feat. Erykah Badu

8:00 pm Explosions in the Sky