



Press release

Groningen, November 18, 2021

ESNS completes Eurosonic 2022 line-up

Twenty acts added to Eurosonic line-up including twelve Hit the North acts

ESNS (Eurosonic Noorderslag) confirms 20 acts for Eurosonic and completes the line-up of the European showcase festival. More acts are to be added to the Noorderslag festival in the coming weeks.

Eight acts added to Eurosonic line-up;

The festival adds eight up-and-coming European artists to the line-up; **Alberta Balsam** (nl), **Anushka Chkheidze** (ge), **Claudia Valentina** (gb), **Enny** (gb), **Gaidaa** (nl), **James BKS** (fr), **Scotch & Water** (de), and **Skaar** (no, NRK P3).

Twelve Hit the North acts to play at ESNS 2022;

Hit the North is a unique collaboration between festivals and educational institutions from the north of the Netherlands. Hit the North is established to stimulate professional talent development in Groningen, Friesland and Drenthe. Northern pop culture is unique, but often artists experience many difficulties that hold them back from really breaking through. Twelve acts were part of this year's Hit the North programme and will play at ESNS 2022 in January. These twelve acts are; **Blondeau**, **Cloudsurfers**, **christopher404**, **CYNN**, **DANYTHA**, **Faske**, **Hiigo**, **Jadi D**, **Jonathan Rhodes**, **T A M A R**, **Them Dirty Dimes**, and **Timo de Jong**.

207 acts have already been confirmed for the showcase festival, see all acts here esns.nl/line-up. More acts are yet to be added to the Noorderslag line-up in the coming weeks.

For the ESNS Conference, speakers previously announced include; a keynote interview with 'songmanager' **Merck Mercuriadis** by **Helienne Lindvall**, an interview with Sub Pop's founders **Bruce Pavitt** and **Jonathan Poneman** by **Everett True**, **Peter Weening** talks about programming club Vera, Groningen for 41 years and get to know all about the metaverse in a panel with **Heather Shaw** (Vita Motus) and **Cortney Harding** (Friends with Holograms) moderated by **Gary Smith**.

ESNS already confirmed a keynote address with Urgenda director and 'leading global thinker' **Marjan Minnesma**, an interview with 'the one billion dollar man' **André de Raaff**, and an interview with **Matt Schwarz** (DreamHaus) by **Greg Parmley** (ILMC/IFF/IQ Magazine). **Anne Löhr** (Mental Health in Music) will be running the Mental Health Help Desk.

Find more information about the conference programme at esns.nl/conference

Conference Registrations are available in a limited batch at the medium rate via esns.nl/tickets

About ESNS

ESNS (Eurosonic Noorderslag) is the key exchange for emerging European music talent, with a proven track record of helping to break new acts on the international music scene, with now well-known names such as Alma, Altin Gün, Arlo Parks, Aurora, Black Country, New Road, Celeste, Dua Lipa, Fontaines D.C., girl in red, Hinds, Idles, Mavi Phoenix, Meduza, Melanas, Oscar and the Wolf, Pip Blom, Podium, Pongo, Shame and Sigrid.

The conference side of the event attracts more than 4,000 entertainment industry professionals from all sections of the industry, including representatives of over 400 European festivals. Each year, ESNS stages more than 350 showcases all over the city of Groningen as well as offering a comprehensive and focused conference programme of around 150 panels and keynotes, alongside multiple networking opportunities.

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