



Press release

Groningen, December 1st, 2022

Groningen and Seattle connected by music at ESNS23

Now confirmed: Keynote interview with founders of legendary grunge label Sub Pop, Jonathan Poneman and Bruce Pavitt at ESNS Conference and the Live on KEXP sessions during ESNS Festival.

Groningen and Seattle: The two cultural hotspots on their respective continents may be 8,000 kilometers apart, but they are closer than you might think when it comes to music. The **ESNS23** announcement of an exclusive keynote interview with **Sub Pop founders Bruce Pavitt and Jonathan Poneman** by music journalist **Everett True** and **Live on KEXP sessions** underpins the fact that music lies at the heart of the connection between these seemingly faraway cities. And you can experience all this first-hand at ESNS 2023.

Sub Pop keynote at ESNS Conference

One of the highlights of the ESNS Conference is the exclusive keynote interview with **Jonathan Poneman** and **Bruce Pavitt**, the two founders of the legendary **Sub Pop** Label. The Seattle record label signed bands such as **Nirvana**, **Soundgarden** and **Mudhoney**, being key players in the heyday of the grunge movement. In 1995, the owners of Sub Pop sold a 49% stake of the label to the Warner Music Group. Music journalist **Everett True** will dive deep into this story, an area of expertise for True since he followed the emerging grunge scene from its earliest moments in the late eighties.

KEXP live sessions at ESNS Festival

Based in Seattle and with a shared focus on championing music from all around the globe, non-profit music organization **KEXP** has confirmed its attendance at ESNS 2023. The international radio station will host a number of its globally popular sessions during the festival from the legendary venue Vera, with **exclusive performances** and interviews from emerging and established artists. Stay tuned for programme announcements.

More conference news

More speakers and panels have been announced for the ESNS Conference, including a panel on artist development through radio with various European public broadcasters present, the panels presented by EPIC and a panel on fair pay when it comes to streaming and a lot more.

More information: esns.nl/conference



Registrations for the conference are available below:

[Register now](#)

ESNS23 tickets

Buy your festival tickets:

[Festival tickets](#)

ESNS23 playlist

To get familiar with the artists you will be able to discover in Groningen, a playlist has been created with all the confirmed acts for ESNS23.

[Listen here](#)

Note for press: Press Accreditation

Press are required to request press accreditation to attend the festival. Find out more for press at ESNS23 [here](#). The accreditation form is available until 6 January 2023.

[Apply for accreditation](#)

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 Altin Gün, Arlo Parks, Alyona Alyona, Daði Freyr, Dua Lipa, Fontaines D.C., Hinds, Go_A, girl in red, Meduza, Meskerem Mees, MYD, Priya Ragu, Pip Blom, Pongo, Sigrid, and Wet Leg.

Each January, ESNS showcases 350 emerging European artists to over 40,000 visitors. The festival and conference attract over 4,000 music industry professionals, including 400 international festivals. By day, the front-running conference hosts over 150 panel discussions, interviews, keynotes and more that take on urgent subjects and the need for social change in the music industry. By night, European acts perform across 40 locations in the heart of Groningen from Wednesday to Friday, and Saturday presents upcoming Dutch artists in concert venue De Oosterpoort.

Photos ESNS 2022 – [royalty-free download](#)

** photographer credit is found in the file name*

ESNS23 Artist Photos – [download](#)

ESNS Logo – [download](#)

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