

Zurich, 3 March 2021

**24th edition of m4music, the pop music festival run by the Migros Culture Percentage**

**m4music: discover new Swiss music at this virtual festival**

**The 24th edition of m4music, the pop music festival run by the Migros Culture Percentage, is set to take place virtually from Wednesday, 24 to Friday, 26 March. The line-up features the most exciting discoveries in the world of Swiss pop music, such as Annie Taylor and Giulia Dabalà – and is open to the public. The Demotape Clinic is another place to seek out new music, with its sessions and finale available to follow live. The Swiss music scene is also coming together digitally – a member platform will be home to panels, talks and workshops at the conference, and there will also be the possibility for interactive networking.**

m4music is here! From Wednesday, 24 to Friday, 26 March, the pop music festival run by the Migros Culture Percentage can be streamed live on all devices. The focus of the festival is on Swiss pop music. The virtual festival edition will present a free-of-charge programme featuring showcases, award shows and the "Home Alone Together" for the most unusual events, appearances and other musical ideas to come out of the lockdown period. Eight remarkable Swiss acts are set to be showcased, including the new jazz formation District Five (ZH), the indie-pop singer Benjamin Amaru (AR), the rock band Annie Taylor (ZH) and Giulia Dabalà (NE), who scooped up "Demo of the Year" last year.

"Digital measures cannot replace the concert experience. But now – especially in a time that has been so challenging for the cultural sector – it is more important than ever for cultural artists to have opportunities to showcase themselves, be visible and exchange ideas. And audiences are yearning for live music and emotions. We hope, with this virtual edition, to be able to move a little closer to our audience and musicians, to bring the festival experience to the home and to allow others to discover new music," says m4music Festival Director Philipp Schnyder.

The showcases can be streamed [www.m4music.ch/stream](http://www.m4music.ch/stream) or, in the case of UNIKOM-Radios 3fach, Stadtfiler and Kanal K listened to.

**New Swiss music on the radar for the Demotape Clinic**

The Demotape Clinic is one of Switzerland's most important competitions for emerging artists and has established itself as a talent scout for the industry. 61 artists made it to the preselection stage with their songs and are now in the running to win the coveted FONDATION SUISA awards worth a total of 17,000 Swiss francs. In four live sessions, divided into the categories of pop, rock, electronic and lyrics & beats, the emerging Swiss talent will be appraised by an expert jury. The jurors will answer some of the artists' most pressing questions and support them in their musical careers with tips and tricks.

The sessions and finale can be live streamed, and the demos are available to view here: [www.m4music.ch/demotape-clinic/teilnehmer](http://www.m4music.ch/demotape-clinic/teilnehmer)

**Contextual playlists and AI: Topical conference topics**

The virtual conference invites those in the Swiss music business to interactively participate in panels, talks and workshops and offers an opportunity to network and exchange ideas. The panel on nightlife during the pandemic sheds light on the impact the ban on events and social contact restrictions have had and talks about the things we have lost because of the crisis – and the things we could gain.

The conference also ventures a forecast on listening habits in 2030. With increasingly fewer albums being listened to, music is being used in an increasingly functional way – and being produced specifically for certain moods and atmospheres. Playlists entitled "Study Music" are designed to help us when learning, while "It's raining outside" sets the musical backdrop to a grey day. The panel "Playlists, Streaming & AI" sheds light on the future of music-listening and delves into the concept of soundtracks that accompany our lives. Digital artist and philosopher Mathew Dryhurst (Berlin), author Liz Pelly (New York), DJ & producer Nicola Kazimir (Zurich) and Robert Prey from the University of Groningen discuss these issues.

The content will be published as freely accessible streams. To actively participate in the virtual conference, registration is required [www.m4music.ch/akkreditierung](http://www.m4music.ch/akkreditierung)

**About m4music** m4music is the most important meeting point for the indie music scene in Switzerland. With the music festival, the conference, the Demotape Clinic and the Best Swiss Video Clip, the Migros Culture Percentage has been a platform for exchanging ideas, sharing information and promoting talent since 1998.

Programme overview: [www.m4music.ch/programm](http://www.m4music.ch/programm)  
Stream (24 to 26 March): [www.m4music.ch/stream](http://www.m4music.ch/stream)  
Registration, images and other information: [www.m4music.ch/media](http://www.m4music.ch/media)

#### Information for the media

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*The Migros Culture Percentage is a voluntary initiative of Migros for culture, society, education, leisure and the economy and embedded within the Migros company's articles of incorporation. [www.migros-kulturprozent.ch](http://www.migros-kulturprozent.ch)*