

Icelandic Artists to play at Great Escape Music Festival

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Icelandic Music Export has announced that seven Icelandic artists will play at the Great Escape music festival in Brighton, UK on 17th, 18th and 19th May.

Jakobinarina, Amiina, Lay Low, Hafdis Huld, Benni Hemm Hemm, Storsveit Nix Noltes and Seabear have all been confirmed to play in the British seaside town, which will see a total of 150 bands performing over the weekend.

The Great Escape is one of Europe's leading international music festivals which sees up to 5,000 people flock to hear its trend-setting new artists. By day it organises a series of insightful interviews with leading figures from the music industry and at night turns into a celebration of the very best new music from around the world.

Lay Low has been scheduled to appear on the Mojo stage and Jakobinarina have been booked for the Music Week and Fly stages. A special Iceland Airwaves Stage has been arranged for Saturday 19th May at the Duke of York Picturehouse between 10pm – 1.30am and will feature Icelandic artists Benni Hemm Hemm, Stórsveit Nix Noltes and Seabear.

Icelandic Music Export (IMX) is a government-backed body which promotes Icelandic music abroad through organizing artist participation at international festivals. IMX are also soon to launch an Icelandic music website which will bring together the disparate strands of the Icelandic music scene under one promotional website. The site will be one-stop shop for Icelandic music events as well as containing full information on Icelandic bands and artists.

For further information on venues and performance times of the Icelandic artists at the Great Escape festival visit <http://www.icelandicmusic.is> .

For further information on The Great Escape please visit: <http://www.escapegreat.com>.

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Email	Click to contact author
Website	http://www.icelandicmusic.is
Phone	+354 5114000
Address	Borgart�ni 35
City/Town	Reykjavik
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