

ICELAND AIRWAVES ANNOUNCES INTERNATIONAL ARTIST EXCHANGE PROGRAM

Premiere Nordic Music Showcase Festival and Conference Launches Inaugural Exchange Program with New York City's New Colossus Festival; Additional TBA

June 27, 2024 -- [Iceland Airwaves](#), the premiere Nordic music showcase and festival based in Reykjavik, Iceland, today announces the launch of the **Iceland Airwaves Exchange** - a new cross-cultural music, arts, and industry program aimed to highlight and export Iceland-based artists in exchange and collaboration with showcase events and music festivals in North American markets. Presented by founding corporate partner [Icelandair](#) and produced by entertainment marketing agency [UG Strategies \(UGS\)](#), the inaugural Iceland Airwaves Exchange is in partnership with New York City's [New Colossus Festival](#) with events in additional Icelandair markets such as Durham, North Carolina's [Bull City Summit](#), also planned. Through August 30, artists who have applied to showcase at the events are now entered to win a chance to attend and officially perform at Iceland Airwaves, this November 7-9, in downtown Reykjavik.

Now in its 25th year, Iceland Airwaves is one of the most sought-after music showcase festivals and industry conferences in the world, taking place across 3-days at venues throughout downtown Reykjavik. Produced by [Sena Live](#), Iceland Airwaves is world-renowned for merging international and domestic headliners together with up-and-coming breaking artists. The festival is complemented by an industry-leading conference that brings thought leaders together from all areas of music business, to empower and educate the next generation of music industry professionals.

Isleifur Thorhallsson, Festival Manager for Iceland Airwaves, says: "We are excited to collaborate with our founding partner Icelandair and our friends at UG Strategies to launch this new cross-cultural exchange program. The Iceland Airwaves Exchange allows international artists the chance to visit Iceland, showcase their talent as part of our unique and ground-breaking lineup, while allowing Icelandic artists to do the same in the U.S. and beyond starting with the [New Colossus Festival](#) in New York."

Steven Matrick, Co-Founder of the New Colossus Festival, says: "When we launched New Colossus 7-years ago, the goal was always to provide exciting showcase opportunities for international artists in the U.S. and vice-versa. Being the first festival to partner with the *Iceland Airwaves Exchange* is very exciting and compliments our mission perfectly."

Parag Bhandari, Founder & CEO of UG Strategies (UGS), says: “Having the great experience to attend Iceland Airwaves for a few years now, it's exciting to elevate the relationship and produce the Iceland Airwaves Exchange in partnership with Iceland Airwaves and Icelandair. Iceland Airwaves is as good as it gets in the international music conference circuit. We’re looking forward to launching this cross-cultural music and business program with the New Colossus Festival in New York, Bull City Summit in Durham, and additional events and markets to be announced.”

Artists playing either the 2024 Iceland Airwaves and 2025 New Colossus Festival are automatically eligible for a chance to win a performance slot at the partner festival, credentials, round-trip flights, and hotel accommodation. Artists selected for the Iceland Airwaves Exchange will be contacted by event organizers with additional details in early September.

About Iceland Airwaves (IA)

Iceland Airwaves is an annual music festival held in Reykjavík, Iceland, celebrated for showcasing a dynamic mix of established and emerging artists from around the globe. Since its inception in 1999, Iceland Airwaves has become a premier event on the international music calendar, drawing music enthusiasts and industry professionals to the vibrant heart of Reykjavík each November. The festival offers a unique platform for discovering new music, with performances taking place in various venues across the city, from intimate clubs to iconic landmarks. Known for its eclectic line-up, vibrant atmosphere, and top notch conference days, Iceland Airwaves provides an unforgettable experience, blending cutting-edge sounds with the stunning natural beauty of Iceland.

About New Colossus Festival

Started in 2019, The New Colossus Festival has established itself as the first stop in the US for many emerging international artists. Named after Emma Lazarus's 1883 sonnet featured on The Statue of Liberty, The New Colossus Festival is a multi-day, multi-venue showcase and conference for emerging musical talent from around the world that converges on New York City's Lower East Side each March.

About UG Strategies (UGS)

Founded in 2003, UG Strategies (UGS) is a creative entertainment marketing and advertising firm that serves clients across entertainment, technology, events, consumer products, and non-profit organizations. Clients include major multinational corporations, artists and entertainers, events, startups, and philanthropic organizations.

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