



PRESS RELEASE

The wishmachine is rolling

Sziget Cultural Management is once again asking for your proposals to help the programming of its music festivals. Separate wishmachines are operating on the Sziget Festival, Heineken Balaton Sound and VOLT Festival official sites.

The aim of the wishmachine project is a simple one, the Sziget team is trying to get a sample of what the fans would actually like to see on the festivals.

"Wishes made by our visitors are an extremely important source of information for us" – said Karoly Gerendai, founder and managing director of Sziget. "The top 50 wishes automatically get to our central list of 'desired acts', but we are also keen on getting to know new bands that already have an international following. Of course we are generally aware of the world's biggest acts that are possible headliners also for us, so the real aim is to find quality bands that are quickly rising and will probably become high profile by next August. Sziget is trying to be a step ahead and the activity of our international community is maybe the biggest asset we have to keep this status" – Gerendai added.

Having a strong line-up is usually a mixture of two key factors: money and reputation.

"Sziget is not in a position to compete with wealthier festival organizers in terms of program budget and we have to keep in mind that Hungary itself is a small market. On the other hand we seem to know something that makes our events different and special, so highly recognized internationally. Last year's festival awards victory was a great evidence for this and we were also happy to be in the top 5 of the 'musician's favourite festival' category. This reinforces our reputation and that is a great way to help our booking. Bands are always keen to play at the best events, so keeping the major title with Sziget and winning the medium one with Balaton Sound could be a clear message towards managers and booking agents." – Gerendai ended his short statement.

So, just to summarize it:

Task nr. 1 is to make sure you vote for your favourite bands at the following pages:

- Sziget Festival wishmachine:
http://www.sziget.hu/festival_english/info/wishmachine
- Heineken Balaton Sound wishmachine:
http://sziget.hu/balaton_sound_english/info/wishlist
- VOLT Festival wishmachine:
http://www.sziget.hu/volt_english/info/wishlist

And task nr 2. is to help the work of the organizing team by voting for Sziget (in the category of major festivals) and Heineken Balaton Sound (category of medium festivals) at the European Festival Awards (<https://www.surveymonkey.com/s/efa2012>).

Sziget Cultural Management would like to thank you in advance for your kind help!

Budapest, 26 October 2012