



GRIME STATE OF MIND PRESS RELEASE

Premier DJ and Music Production School Partners with South by Southwest to Present Official UK Grime Showcase

Dub Academy, leading DJ and production school in Austin, TX, curates SXSW's only official all UK Grime showcase.

(Austin, Tx) Dub Academy, the Live Music Capital's notorious DJ and Music Production School partners with Music Manager/Grime Scene Activist Jamie Dred, and international Video Jockey/Turntablist Miss C Brown, to produce SXSW's only official UK Grime Showcase, **GRIME STATE OF MIND**. This showcase merges the unique breed of London, Bristol and Birmingham Grime with some of Austin's illest DJ's for a one-night-only event where locals and outsiders alike can soak in a melting pot of culture and talent.

UK Grime is a London-born hybrid of the Jamaican Sound System culture fused with European Electronic influences including Drum & Bass, Jungle, House, and Garage. Grime possesses a distinctly Punk-meets-Hip-Hop attitude that first came to fruition in the early 2000's, and has proven to be a widely-welcomed fresh face in UK music. This all-new pedigree of Hip Hop has since become the undisputed voice of the UK youth, thanks to the unrelenting efforts and continued DIY mind-state of the scene's DJ's, MC's and producers. A number of recent landmark songs and projects have made their mark in the UK charts and the Genre's artists are starting to get co-signs and recognition from the likes of Kanye West, Pharell, Drake, ASAP Rocky and even Beyonce. Grime artists have also made a large enough impact in the music world to receive numerous well-deserved, prestigious awards and nominations in the NME, Moby's, Mercury Music Prize, and even the Brits.

"Grime continues to receive more and more International recognition every day, and **GRIME STATE OF MIND** brings together not only some of the legends of the London scene, but has a strong regional representation of artists from across the UK," says Jamie Dred, StayFresh founder and Showcase Presenter. "This showcase also calls upon local Austin talent and otherwise to help welcome our UK artists alongside the Dub Academy representatives for good measure."

GRIME STATE OF MIND will take place on March 16th at one of Austin's newest and most native locations for hip hop and EDM, ScratchHouse. Attendees can expect a wonderland of visual affects by an on-site VJ by way of the venue's vast array of projectors and LCD screens.

For more information about the SXSW Official **GRIME STATE OF MIND** Showcase, visit www.DubAcademy.com.

Dub Academy wishes to thank the following sponsors PRS Foundation for Music, Serato, Rexi App and GRM Daily for making this possible.