

Sónar Hong Kong 2018 returns for a 2nd edition on March 17. This year's edition of the **pioneering electronic music and creative technology festival**, which has been praised by critics all over the world for **its cutting-edge lineups**, **unique visuals** and **innovative hi-tech creative attractions**, follows on from its hugely successful Hong Kong debut last year, when thousands of fans flocked to the Science Park to enjoy performances from DJ Shadow, Gilles Peterson, Dave Clarke and many more.

Covering a wide range of genres, from Hip-

hop and grime to techno, house and experimental electronica, Sónar Hong Kong 2018 will feature six stages (two outdoor and four indoor), and a lineup that so far includes 6 acts making their Hong Kong debuts. In addition to the music, the festival will also showcase the latest innovations in creative technology under the Sónar+D programme.

This year marks Sónar's 25th anniversary, and the festival is celebrating the occasion in typically innovative style by sending a musical message into outer space in search of extraterrestrial intelligence. Sónar has so far picked 33 musicians – including The Black Madonna from the Sónar Hong Kong 2018 lineup and Kode 9 and Daito Manabe from Sónar Hong Kong 2017 – and sent their music towards GJ273b, a potentially habitable exoplanet 12.4 light

years from Earth.

Now, Sónar's Hong Kong audience can be part of this ground-breaking artistic and scientific experiment by participating in the festival's open call. Anyone wishing to enter can submit an original composition, in any genre or musical style, to <u>sonarcalling.com/en/join</u> before the **deadline of March 1, 2018**. The three pieces chosen by the judging panel will be announced by April 23, 2018 and each of the three winners will receive a pair of VIP Passes to attend the 25th Sónar festival in Barcelona on June 14-16, 2018.

About Sónar festival

Since its launch in Barcelona in 1994, the Sónar festival has established itself at the cutting edge of the global electronic music landscape and gained respect among fans and critics worldwide for its eclectic lineups, high-quality production and unwavering support for electronic artists both new and established. Beyond the music, Sónar plays a vital role in

promoting creative technology via the Sónar+D programme, providing a unique platform for exchanging ideas and exploring the spaces where creativity and technology meet in a fun and inspirational environment.

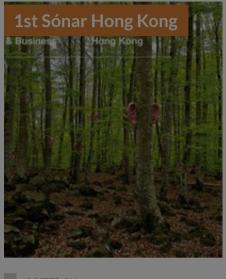
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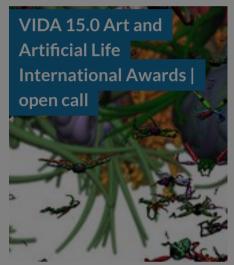


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In conversation with Justin Sweeting I Sónar Hong Kong Festival



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