



LABEL FUNDING: FUNDING 1st QUARTER OF 2021 & CALL FOR CONCEPTS 2nd QUARTER OF 2021

Berlin, 05.03.2021

Dear media and press representatives, dear musicians in Berlin, dear label operators,

this year, Musicboard is once again awarding indirect support for artists by funding independent labels who are planning specific steps to establish newcomer artists based in Berlin. The funding is handed out quarterly and on the recommendation of an independent jury.

The five-member expert jury received 31 applications with a total volume of 125.269,00 euros in the selection procedure of the 1st funding round for the Label Funding programme 2021. For the current round of the procedure seven applications were funded and a total funding amount of 29.273,00 euros was awarded.

In addition to meeting the formal criteria, the jury also places importance to taking into account the diversity of Berlin's musical landscape and ensuring gender-equitable funding. The jury consisted of Sarah Farina (DJ, producer), Julia Lorenz (music journalist, author), Pamela Owusu-Brenyah (A&R, founder of AFRO X POP), Elia Rediger (musician, curator of the series ›Aus dem Hinterhalt‹, Deutsche Oper Berlin) and Katja Lucker (Managing Director Musicboard Berlin GmbH) – the same jury that has also been responsible for the Scholarships & Residencies programme since the 2020 funding year.

In the first quarter of the year 2021, the following labels and artists will receive support by Musicboard Berlin:

Applicant / Label	Artist	Funding
House of Strength Records	NAARI	5.000,00 €
Noisolution	24/7 Diva Heaven	2.535,00 €
Mansions and Millions	DENA	2.050,00 €
Motor Entertainment GmbH	benzii	4.688,00 €
SPRINGSTOFF GmbH	Jamila Al-Yousef	5.000,00 €
play loud! Productions	Mona Mur	5.000,00 €

Musicboard Berlin GmbH

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BIC: BELADEV3333
Sitz der Gesellschaft: Berlin
Amtsgericht Charlottenburg HRB 164060
USt-ID: DE298384373



Späti Palace, Cliffe Hillebrand GbR

Point No Point

5.000,00 €

Further information on the projects supported in the first quarter of 2021 within the *Label Funding* programme will be available on our website soon.

We would like to point out that the **online application process for the second application deadline of 2021** for the Label Funding programme was **activated**. **Closing date is March 15, 2021** – we look forward to incoming applications!

Further application deadlines in the Label Funding programme:

March 15, 2021

June 15, 2021

September 15, 2021

You can find detailed information and documents on the Label Funding programme [here](#).

If you have any questions, please contact [Thalia Hertel](#) and [Jana Sylvester](#) by e-mail.

Sincerely,

Katja Lucker
Managing Director Musicboard Berlin GmbH

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