



LABEL FUNDING: FUNDING 3rd QUARTER OF 2021 & CALL FOR CONCEPTS 4th QUARTER OF 2021

Berlin, 21.07.2021

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

Musicboard Berlin is pleased to once again award 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 15 applications with a total volume of 68.997,00 euros in the selection procedure of the third 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 24.750,00 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 (freelance A&R and music consultant, curator Pop-Kultur Festival), 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.

In the third funding round of the year 2021, the following labels and artists will receive support by Musicboard Berlin:

Applicant / Label	Artist	Funding
AIMEND	Rookley	5.000,00 €
Bakraufarfita Records / Frisch & Wirtz GbR	Blaske	1.750,00 €
Bamboula Audio	Christina Wheeler	5.000,00 €
Morphine Records	Gordan	3.000,00 €
Better together - records	Kya Kyani	4.000,00 €

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Solaris Empire	My Sister Grenadine	2.500,00 €
VRAAA Records	Projekt Gestalten / The Princess of Death	3.500,00 €

Further information on the projects supported in the third funding round 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 fourth and last application deadline of 2021** for the Label Funding programme was **activated**. **Closing date is September 15, 2021** – we look forward to incoming applications!

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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