MEDIA RELEASE
14th April 2014

- Momentum celebrates its 1st birthday in May at The Great Escape in Brighton with a live showcase, and a panel hosted by BBC 6 Music’s Matt Everitt

- Ghostpoet and Beth Jeans Houghton among 8 more artists receiving Momentum funding of between £5k and £15k for recording, touring and promotion

- Official digital music partner Deezer will provide additional support for the latest group of Momentum artists with the opportunity to win an extra £2500 of funding with the Momentum Deezer Award

This May marks Momentum’s 1st birthday. To celebrate this The Great Escape – Europe’s leading festival for new music - is hosting a Momentum showcase featuring four of the fund’s artists: Brolin, Night Engine, JAWS and Hannah Peel (9th May, 1pm – 4pm, Komedia, Brighton).

There will also be a panel chaired by BBC 6 Music’s Matt Everitt where Vanessa Reed (Executive Director, PRS for Music Foundation), Alan Davey (Chief Executive, Arts Council England), James Foley (Head of Editorial, Deezer) and Julian Deane (Artist Manager, The Wytches) discuss the topics of funding for emerging artists, Momentum’s successes and challenges, what funding means to the artists, and the ambitions for the fund’s future. (9th May, 11am, Screen 2 at Dukes, Komedia, Brighton).

Vanessa Reed, Executive Director of PRS for Music Foundation, said:
"After launching the Momentum Music Fund at The Great Escape last year it’s great to be returning to celebrate its 1st birthday. I look forward to sharing our insights of working in partnership with Arts Council England and Deezer to deliver what has quickly become the go-to fund for talented artists on the cusp of career take-off."

More Momentum artists announced

Mercury Music Prize award nominee and Africa Express artist Ghostpoet, alongside “pop polymath” Beth Jeans Houghton, are among the latest batch of artists revealed today (10th April 2014) to receive coveted, career-boosting Momentum funding.

All the artists in this latest round are:

<table>
<thead>
<tr>
<th>Artist Name</th>
<th>Momentum funded project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auntie Flo</td>
<td>recording and promotion of debut album</td>
</tr>
<tr>
<td>Beth Jeans Houghton</td>
<td>recording and mixing of 2nd album</td>
</tr>
<tr>
<td>East India Youth</td>
<td>live show production and album marketing</td>
</tr>
<tr>
<td>Elephant</td>
<td>video production for 2 upcoming singles</td>
</tr>
<tr>
<td>Ghostpoet</td>
<td>studio time and production for 3rd album</td>
</tr>
<tr>
<td>Glitches</td>
<td>recording and mixing debut album</td>
</tr>
<tr>
<td>Smiler</td>
<td>promotion for single and album releases</td>
</tr>
<tr>
<td>Years &amp; Years</td>
<td>UK tour and studio costs</td>
</tr>
</tbody>
</table>
These artists have joined a growing list of hotly-tipped new talent, a number of which are already achieving real career breakthrougths as a result of their funding: since The Wytches received funding to record their debut album, they have been signed by Heavenly, and Thumpers are also on a high, having signed with Sub Pop after receiving funding for their tour with Chvrches and single campaigns.

The huge demand for Momentum funding which shows no sign of slowing down presents challenges as well as indisputable evidence of the fund’s need. Now, a year on since its launch, nearly 1500 funding applications have been submitted. 34 artists have been supported.

**The Momentum Deezer Award**

Today (14th April 2014) also marks the next edition of the Momentum Deezer Award, offering funded artists a chance to receive an extra £2500 on top of their grant. The award encourages fans and Deezer subscribers to help their favourite acts gain streams through the Momentum Deezer App, with those gaining the highest number of plays receiving additional funding. The app is a great way for promising artists to reach a global network of fans and to connect with new ones.

The Momentum Deezer App – available on Deezer web service and mobile apps (iOS and Android) via the App Studio – encourages music fans to find out more about the fund’s supported artists through biographies, exclusive interviews, and links to listen to and share music: [www.deezer.com/app/momentum-music-fund](http://www.deezer.com/app/momentum-music-fund). It also gives music lovers an accessible way to discover the best new music talent and exclusive content about Momentum’s alumni.

**James Foley, Head of Editorial - UK & Ireland Deezer, who is a strong advocate for helping to promote new and upcoming talent on the digital platform said:**

"It’s great to continue our partnership with PRS for Music Foundation so we can highlight the importance of the fund in championing new talent. Deezer loves working with exciting artists and what better way to do so than through the Momentum Deezer Award and app which helps fans to discover the Momentum artists, whilst making their music available to the global Deezer audience.”

**Commenting on securing his Momentum funding, Ghostpoet said:**

"This welcomed fund will enable me to fulfill my dream of creating a third record and keep the momentum going in my career.”

**Beth Jeans Houghton told us:**

"This will make a fundamental difference to the quality of my work on the record. I endeavour to make the best use of this grant and thank all involved in making it available to us at this crucial stage in the recording process.”

The next Momentum application deadline is 3rd June 2014, with two more to come over the year. Information about deadlines, Momentum artists and how to apply is here - [http://www.prsformusicfoundation.com/Funding/Momentum-Music-Fund](http://www.prsformusicfoundation.com/Funding/Momentum-Music-Fund).

Momentum is managed by PRS for Music Foundation, supported using public funding from National Lottery through Arts Council England, and is in association with Deezer.

**For more information contact:**

Laura Whitticase for PRS for Music Foundation and Momentum enquiries - [laura@prsformusicfoundation.com](mailto:laura@prsformusicfoundation.com)

For press enquiries contact Liam McMahon – [liam@prsformusicfoundation.com](mailto:liam@prsformusicfoundation.com)

For Deezer press enquiries please contact: Beatrice Chew at PrettyGreen – [bea@itsprettygreen.com/deezer@itsprettygreen.com](mailto:bea@itsprettygreen.com/deezer@itsprettygreen.com) Tel: 020 7490 3449
Auntie Flo
Brian d’Souza, aka Auntie Flo, hails from Goa by way of Glasgow, and now resides in London where he is a resident for Huntleys & Palmers and Highlife. He burst onto the scene back in 2011 with his debut ‘Goan Highlife EP’ and 2012 follow up ‘Oh My Days’ on Huntleys and Palmers, which won him fans across the musical spectrum, plays from BBC Radio 1 and high placings on the end of year charts. He followed it up with the more experimental mini-album ‘Future Rhythm Machine’ showcasing the full breadth of his unique afro-futurist sound, encompassing classic house, disco, techno, and electronica influences alongside afrobeat, kwaito, cumbia, South American rhythms and outsider music from all around the world.

Beth Jeans Houghton
‘Yours Truly, Cellophane Nose’ introduced the world to Beth Jeans Houghton, a pop polymath whose blend of psychedelia, glam rock and chain gang folk is quite unlike anything else. Like her utterly unique stage outfits, it’s made from disparate individual elements that wouldn’t work on paper, but sing out like a holy choir in the execution. ‘Dodecahedron’ was featured in the Radio 1 BBC Introducing playlist, and the album was enthusiastically received by the press, with The Observer describing her as "a ferocious talent" while the Daily Mirror said "She is a star in the making and her musical reach is large".

East India Youth
East India Youth, aka William Doyle, released his debut album Total Strife Forever” in January on Stolen Recordings. ‘Total Strife Forever” ranges from ambient passages, through neo-classical episodes and Detroit techno, right through to effervescent melodic electronic pop songs. It’s a hugely ambitious work and heralds the arrival of a singular new talent. The album was recorded chiefly at home over the course of the last 3 years, during a time of huge personal transition (and inspiration) for William. The initial central musical theme of ‘Total Strife Forever III’ was fairly quickly extended to three other tracks, creating a loose conceptual thread throughout the album. The final pieces of the puzzle fell into place in a very quick two weeks of recording as he pulled together all of the disparate elements of everything he’d been working on. The final song to be completed was ‘Heaven How Long” the centerpiece of the record. The structure and composition being a perfect marriage between the experimental electronic tendencies and songwriting honed over the last few years of his life. Already declared ‘The first masterpiece of 2014”, by The Sunday Times, the reaction to this debut has been truly remarkable, with Uncut proclaiming 'A major new British talent is born’.

Elephant
Amelia Rivas and Christian Pinchbeck don't just sing about feverish, frayed and fractured romances – in the three years since forming Elephant, they've been living one. It's fitting that 'Sky Swimming', their debut full length release is a seductive, night time delight of an album. After all, it was in the twilight hours of a May morning three years ago that they met at a house party, and in alcohol-soaked all-nighter sessions Sky Swimming was written.

Ghostpoet
Following on from the release of his Mercury nominated debut, 'Peanut Butter Blues and Melancholy Jam’, Ghostpoet announced his sophomore album 'Some Say I So I Say Light’ released on 6th May 2013 through Play It Again Sam. Obaro Ejimiwe, aka Ghostpoet, laughs when he remembers how Gilles Peterson "took a risk on a random maverick" back in 2010 by
signing him to the Radio 1 DJ’s Brownswood imprint. Within a year, that risk paid off: Ghostpoet's debut album, Peanut Butter Blues & Melancholy Jam, marked him out as one of the most distinct, uncategorisable and forward-thinking voices to emerge in British music this decade, and it was rewarded with a surprise Mercury Prize nomination in 2011. Having moved on from Brownswood to Play It Again Sam, Ghostpoet's creativity has blossomed even more. On his second album, 'Some Say I So I Say Light', he pushes even further in all directions than on 'Peanut Butter Blues', mixing the abstract and the concrete with uncanny skill. Industrial beats, sonorous piano lines and hyper-detailed ornamentation provide a backdrop for an artist who sounds ever more like a man old before his time.

www.ghostpoet.co.uk

Glitches
Glitches live, write and record together, cultivating an ethos of self-reliance that extends beyond the music they write and defines the very foundations of their lifestyle. Musically there are few artists who share their understanding, scope and ambition and fewer as prolific and focused. The emotionally direct debut single 'Only Time Will Tell', released on Jen Long's Kissability label pronounced the band as the new and exciting London artists of 2013 and immediately cemented them as a must see. The accompanying video showed them building and ritualistically burning a monumental construction of their now synonymous logo, and showcased the trio's aesthetic ambitions whilst subtly shining a light on their constant need to offer themselves and carve their own path into the musical landscape.

www.glitchesmusic.co.uk

Smiler
It doesn't take too much coaxing for south London artist Smiler to wax lyrical about the place that his favourite artists from rap and hip-hop hold in their respective genres. Without prompting, he'll happily take you on a journey through the evolution of nineties East Coast rap. "And then I stopped listening to everyone," he says, stressing 'everyone' to really mean every single rapper that he has so far mentioned. "I realised that the more I listened to people, the more I started to sound like them." As much as Smiler loves the genre's heritage, he's also passionate about helping to drive the music into bold new territory – as evidenced with upcoming collaborations with crossover sensations Rizzle Kicks and Ed Sheeran. Respect for Smiler flows from a variety of leading artists. Professor Green personally invited him to support him on tour, while he also played with BoB and Nas.

www.smilermusic.com

Years & Years
In Feb 2014, London electronic pop three-piece Years & Years released their sophomore single, the slow-burning, groove-some 'Real', via much-lauded indie dance imprint Kitsuné. The release also features the self-produced sombre B-side 'Eyes Shut' as well as a surrealist Lynchian video for 'Real' that features rising British actors Ben Wishaw and Nathan Stewart-Jarrett. Front man and keyboardist Olly Alexander comes from a classicist musical upbringing, drawing upon iconic figures such as Joni Mitchell and Jeff Buckley, via the surrealist imagery of David Lynch and the dirty realism of Raymond Carver. The former qualities are wrapped in his distinctively dulcet tones, which Disorder describe as "Nina Simone...crooning a melodic lullaby to the folktronic lovechild of Beach House and Terry Riley".

www.yearsandyears.co.uk

About PRS for Music Foundation
PRS for Music Foundation is the UK’s leading funder of new music across all genres. Since 2000 PRS for Music Foundation has given more than £16 million to over 4500 new music initiatives by awarding grants and leading partnership programmes that support music sector development. Widely respected as an adventurous and proactive funding body, PRS for Music Foundation supports an exceptional range of new music activity - including British Music Abroad, a music export scheme run in partnership with UKTI, ACE, British Underground and Musicians Union, for bands attending showcases overseas.

www.prsformusicfoundation.com

About Arts Council England
Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people’s lives. We support a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2010 and 2015, we will invest £1.9 billion of public money from government and an estimated £1.1 billion from the National Lottery to help create these experiences for as many people as possible across the country.

www.artscouncil.org.uk

About Deezer
Deezer delivers an exciting, broad and truly global music experience to more than 12 million monthly active users across more than 180 countries. With 5 million paid subscribers and more than 100 million shareable playlists, Deezer allows fans to enjoy music unconstrained by any of the barriers of the past, providing unlimited access to a catalogue of 30 million tracks, instantly available on any device - PC, laptop, tablet, smartphone, wireless home speakers, in-car audio, smart TVs and Xbox. Deezer’s mantra is music discovery, helping fans rediscover the joy of finding and sharing fantastic new music through specially selected editorial recommendations for every single market in which it is present. With an international partnership with Facebook and strategic telecoms partnerships with Orange, Everything Everywhere and Telenor, amongst many others, Deezer is committed to bringing music to new audiences worldwide.

www.deezer.com