

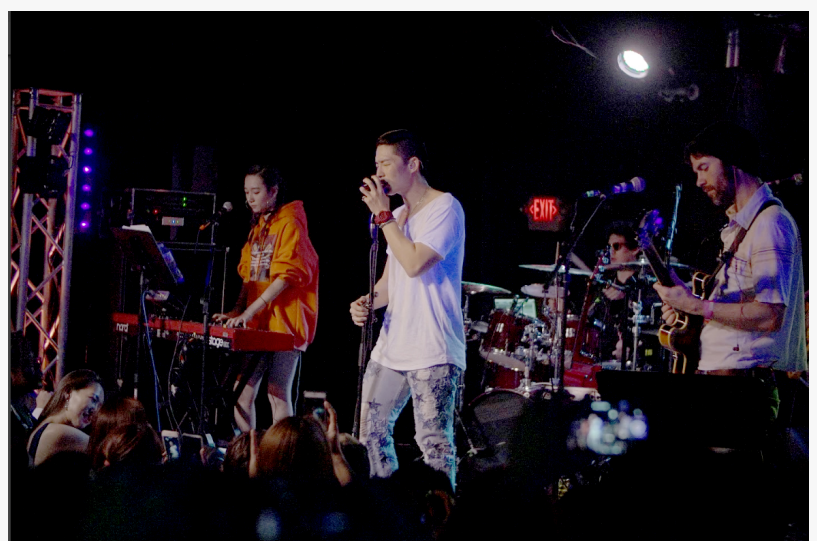
Fans Show Their Support to the Very End as the Taiwan Beats Showcase of the SXSW Goes into Overtime!

“Taiwan Beats” showcase was held in Austin’s famous performance venue, Elysium.

AUSTIN, TEXAS, AMERICA, March 14, 2018 /EINPresswire.com/ -- Under the organization of the Ministry of Culture’s Bureau of Audiovisual and Music Industry Development, six groups of Taiwanese artists were recommended by the official organizers of SXSW to represent Taiwan, including Van Ness Wu, PoeTek, Sangpuy, Prairie WWWW, Ruby Fatale, and Sonia Calico. On the night of March 12, U.S. local time, a six-hour “Taiwan Beats” showcase was held in Austin’s famous performance venue, Elysium.

Over 100,000 music fans and participants of the exhibition gathered at the world-renowned music festival “SXSW South by Southwest Music Festival”. Musical performances started on March 12 according to local time in the U.S. The “Taiwan Beats” showcase was the main event of the “night of nations” theme on the first day. The international media press conference before the showcase was hosted by local senior media specialist Rob Campanell, and the director-general of the Taipei Economic and Cultural Office in Houston, Peter C. Y. Chen; council member of the Austin City Council, Jimmy Flannigan; and representative of the Texas Music Office, Brendon Anthony also attended and gave addresses to encourage and support Taiwanese artists.

The showcase opened with DJ and advocate of Taiwanese electronic music, “Sonia Calico”. Her performance integrated color-changing light columns to convey an audiovisual effect that mixed sound and motion. The next performer was “Ruby Fatale”, who created an eccentric electronic ambience accompanied by a feminine voice, followed by the experimental band “Prairie WWWW” which



2018SXSW Taiwan Beats shoecase



2018SXSW Taiwan Beats shoecase PoeTeK

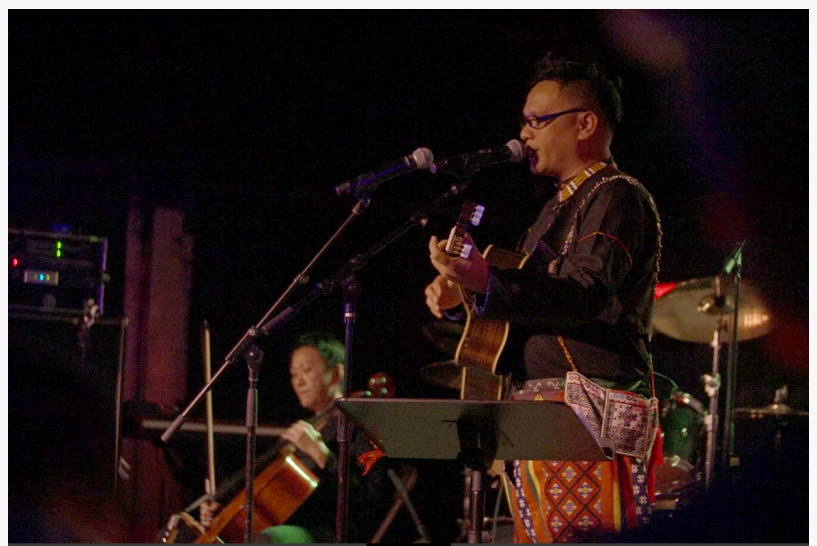
combined a variety of performance concepts. “Sangpuy”, who recently received recognition in several categories at the Golden Melody Awards, created a nostalgic atmosphere in the entire venue with his emotional voice which evoked sounds of nature.

“Poetek”, who once sang with the “Afrika Bambaataa of Taiwan”, Dwagie, at SXSW, held a solo performance this year. With the atmosphere of the stage warmed up by hip-hop music from his co-performers, Poetek demonstrated his outstanding rap skills as soon as he took the stage. The final act, Van Ness Wu, did not betray expectations. Entering the spotlight amid cheers from his fans, his many years of experience on international stages and dramas, along with his innate advantage of being fluent in both Chinese and English, allowed him to exude an extraordinary air of charisma onstage.

The “Taiwan Beats” showcase became more and more heated as the night wore on. Under the intense desire of the fans, the performance exceeded the original scheduled ending time of 2 am, allowing the organizers of SXSW and the general manager of the SXSW music festival, James Minor, who watched the performance of the night for a lengthy period of time, to observe the astonishing local popularity of Taiwanese artists.

The latest information and performances at the SXSW Music Festival will be updated on the [GCA Entertainment](#) fan page. Feel free to look up the latest news online.

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2018SXSW Taiwan Beats showcase Sangpuy



2018SXSW Taiwan Beats DJ Sonia Calico

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