

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** FW: You're Invited: Saudi Music Showcase in NYC  
**Date:** Friday, June 9, 2023 3:56:47 PM  
**Attachments:** [MOC Press Release Indie Week.docx](#)  
[A2IM Indie Week - Showcase Invitation.png](#)

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Hi [REDACTED],

Forwarding the below outreach note for filing. This was distributed to 8 reporters.

Best,  
[REDACTED]

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**From:** [REDACTED]  
**Sent:** Friday, June 9, 2023 1:08 PM  
**To:** [REDACTED]  
**Subject:** You're Invited: Saudi Music Showcase in NYC

Hi [REDACTED],

As a reporter covering all things music, I thought you might be interested in attending the Saudi Arabian Music Showcase being held in NYC next week. The showcase will exhibit the range of Saudi's up and coming music scene, with live performances from artists such as DJ El Fuego who is a leader in the Saudi underground music scene and has opened for global performers such as Nelly and Tyga, as well as TAMTAM, who worked with PepsiCo to develop this year's World Cup anthem, and many more.

For some background information, Saudi Arabia's evolving music scene has blossomed over the past few years from an underground presence into a rapidly growing industry that is increasingly offering a new world of possibilities for regional and global artists alike. The Saudi music scene continues to grow at unprecedented rates, and houses the region's largest independent record label, Rotana Music, and has recently signed deals with platforms such as TikTok and Spotify to expand the accessibility of Saudi music.

The showcase will take place on June 13<sup>th</sup> from 7pm-11pm, at Pianos (located on the Lower East Side). I've gone ahead and attached the invitation, as well as the press release overviewing Saudi Arabia's participation in this year's Indie Week conference, for your convenience.

If you're interested in attending, or have any questions about the event, please let me know and I'd be happy to assist.

Many thanks,  
[REDACTED]

[REDACTED]  
Program Manager, International Affairs

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## Invitation for the Saudi Arabian Music Showcase hosted by the Music Commission

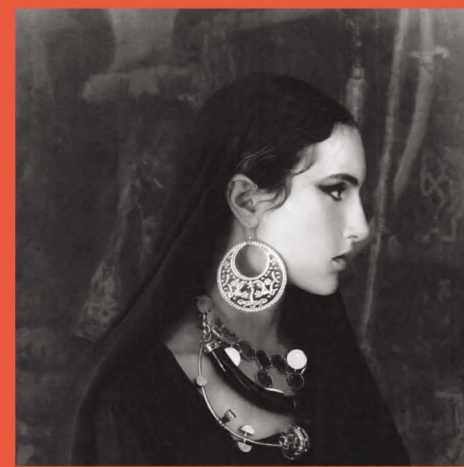
This historic event will be the first ever international showcase of Saudi Artists across multiple contemporary genres. Please join us to hear the green shoots of the new Saudi sound as music steps into the light after years in the underground as part of the seismic social and cultural changes taking place.



Klinsh



Fulana



TAMTAM



Hannah



El Fuego

Please join us for networking, food and mocktails from 7pm - 8pm with live music from 8pm - 11pm



June 13th  
2023



7pm - 11pm



Pianos  
158 Ludlow St.,  
Lower East Side, NYC

## **The Saudi Music Commission Announces Participation in the Annual A2IM Indie Week Conference in New York City in June**

**June 9, 2023** - The Saudi Ministry of Culture's Music Commission announces its participation at the upcoming annual American Association of Independent Music (A2IM) Indie Week conference in New York City, USA, between the 12<sup>th</sup> and 15<sup>th</sup> of June.

Saudi Arabia is showcasing several Saudi contemporary musicians at Indie Week 2023, including Fulana, Klinsh, Elfuego, and Hannah, in addition to Tamtam who will be the first Saudi singer to perform in the prestigious Libera Awards. Now in its 12<sup>th</sup> edition, the Libera Awards is held at the closing of Indie Week to celebrate the independent music community.

Indie Week, a four-day international conference and networking event, is aimed at maximizing the global impact of independent music. It will be attended by a wide range of music artists, labels, producers, and media reporters from all over the world. In previous years, Indie Week has attracted over 1,200 participants from more than 30 countries.

Indie Week 2023 will include various workshops, keynote speeches, networking sessions, and educational panel discussions. One of the sessions will feature an ensemble from the Saudi Music Hub in Riyadh, as well as pioneering Saudi musicians. The discussion will center on the Kingdom's fast-developing music industry and the exciting opportunities it offers to key local and international industry stakeholders.

Paul Pacifico, the CEO of the Music Commission, said: "By participating in Indie Week 2023, the Music Commission is taking another huge step in providing a worldwide platform for emerging Saudi talent, amplifying the global presence and participation of Saudi music, and adding to the Commission's annual participation in prestigious international cultural forums."

He added: "Music, as a universal language, has the ability to bring people from different cultures and backgrounds together. We look forward to participating at the upcoming American Association of Independent Music Indie Week Conference, which will provide us with a unique opportunity to exchange knowledge and build bridges of understanding with key music stakeholders from around the world."

**ENDS**

### **Notes to Editors:**

For further enquiries email [media@moc.gov.sa](mailto:media@moc.gov.sa)

### **About the Music Commission:**

The Music Commission – one of the Ministry of Culture's 11 sector-specific commissions – was launched in 2020 to oversee the development of the Kingdom's music sector.

The Commission is overseeing the growth of a music sector that provides universal access to music education, empowers musical talent and contributes to the local economy.

It aims to increase the economic contribution of the music sector through job creation, sector regulation and by building world-class infrastructure.

To learn more about the Music Commission, please visit <https://music.moc.gov.sa/en> and the commission's Twitter @MOC\_Music

**About the Saudi Ministry of Culture:**

Saudi Arabia has a vast history of arts and culture. The Ministry of Culture is developing Saudi Arabia's cultural economy and enriching the daily lives of citizens, residents, and visitors.

Overseeing 11 sector-specific commissions, the Ministry is leading a cultural transformation to develop an abundant ecosystem that nurtures creativity, unlocks the economic potential of the sector and unleashes new and inspiring forms of expression.

Find the Ministry of Culture on social media: Twitter @MOCSaudi (Arabic); @MOCSaudi\_En (English) | Instagram @mocsaudi