



W HOTELS AND MIXCLOUD PRESENT FUTURE RISING EUROPE - VOL. 3

- *W Hotels and Mixcloud join forces once again for the next edition of Future Rising – a globe-traversing festival, championing emerging cultural talent – this time landing in Paris, Barcelona, London and Amsterdam.*
- *Exciting rising talent from music and visual worlds will co-create and premier audio-visual experiences that celebrate the zeitgeist of each city.*
- *Music talent: Children of Zeus, William Djoko, Eliza, Lafawndah*
- *Visual artists: Francis Boulo, Onionlab, Patience Harding, Random Studio*

Monday 15th April 2019 – LONDON – Future Rising, the cutting-edge creative platform enabled by W Hotels and Mixcloud, announces its next European series, a series of happenings across four European cities that aims to amplify emerging cultural voices, both locally and globally.

Now in its third edition, the series lands in Paris, Barcelona, London and Amsterdam, using W Hotels properties as canvases to explore how music and visual art can intersect to celebrate a city's zeitgeist. In each city, two co-headliners – an emerging musical act and a local artist – are invited to co-create a unique audio-visual performance that will be premiered at each Future Rising event.

On the line up are music acts Children of Zeus, William Djoko, Eliza and Lafawndah, together with visual artists Francois Boulo, Onionlab, Patience Harding and Random Studio.



"Shout out to Future Rising for bringing all these dope artists out to different cities around the world. Pairing us with a visual artist to create a piece of art is something we wouldn't have been able to do otherwise - it's such a great concept!" said Konny Kon of Children of Zeus, a fast-rising R&B and soul duo from Manchester.

Under the theme *RIGHT HERE! RIGHT NOW!* the artists will explore each city's spirit, energy, tensions and imaginations in the current climate.

"Each year, Future Rising has gone from strength to strength. The theme RIGHT HERE! RIGHT NOW! came about because we wanted to create something that's urgent, necessary and vital for today in these different cities. Bringing together a host of exciting collaborators from the audio and visual worlds to co-create work that will premier in a hotel. We at Mixcloud are hugely excited about the creations that will come from this," said Kazim Rashid, Creative Director at Mixcloud.

The partnership between W Hotels, the lux rebel of Marriott International, and Mixcloud, the audio streaming platform that's fostering a global community for audio culture, comes from a shared dedication toward amplifying creative cultural communities around the world.

The Future Rising series has previously taken place across Europe and Asia, and continues to gain momentum with each edition, incubating new ways to celebrate emerging cultural tastemakers on a global scale.

For more information, visit <http://futerisingnow.com>

W Paris - Children of Zeus x Francois Buolo - 26th April 2019

Children of Zeus, the R&B and soul project from two of the UK's fastest rising artists Konny Kon and Tyler Daley, bring the grit and energy of their Manchester home together with Brittany-bred, music-obsessed graphic designer Francois Boulo to together craft a series of visual artworks inspired by the Mancunian duo's music and evolving as a direct and collaborative expression of the mood and colour of Paris.

W Barcelona - William Djoko x Onionlab - 2nd May 2019

Amsterdam-based DJ and producer William Djoko - known for his heady blend of house, footwork and rugged motor-city techno - will collaborate with Barcelona's Onionlab, a design studio specialised in interactive audio-visual and virtual reality experiences, to curate a visceral and entirely new soundscape fuelled by the spirit of the city and matched by his own infectious energy and deep-connection with his crowd. The night will be set within an immersive light installation and later evolve into a night of William behind the decks.

W London – ELIZA x Patience Harding - 9th May 2019

R&B and Soul singer ELIZA, North London's empress of soulful, bedroom jams who lives up to being one of the UK's most exciting rising stars, collaborates with set and lighting designer Patience Harding, who's cut her teeth in the music video world. Together, they create a multi-sensory environment across different spaces of the hotel, for a one-night only festival experience that captures London's cutting edge cultural energy.

W Amsterdam – Lafawndah x Random Studio - 30th May 2019

For the fourth and final edition of Future Rising 2019, devotional pop polymath Lafawndah collaborates with Amsterdam's Random Studio to design a holistic interactive experience that pushes the boundaries of how the physical and digital worlds can collide. In the spotlight is Lafawndah's headlining themed DJ set.

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About W Hotels

Born from the bold attitude and 24/7 culture of New York City, W Hotels has disrupted and redefined the hospitality scene for nearly two decades. Trailblazing its way around the globe, W is on track to reach 75 hotels by 2020, defying expectations and breaking the norms of traditional luxury wherever the iconic W sign lands. With a mission to fuel guests' lust for life, W ignites an obsessive desire to soak it in, live it up and hit repeat. The brand's provocative design, iconic Whatever/Whenever service and buzzing Living Rooms create an experience that is often copied but never matched. Innovative, inspiring and infectious, W Hotels' super-charged energy celebrates guests' endless appetite to discover what's new/next in each destination, to see more, feel more, go longer, stay later.

About Mixcloud

Mixcloud is the global community for audio culture. The audio streaming platform is home to a unique collection of over 15 million radio shows, DJ sets and podcasts, produced and uploaded by 1.5 million passionate creators and tastemakers around the globe. Mixcloud's mission is to enable audio creators to take control and meaningfully monetize their communities of fans with Select, its direct fan-to-creator subscription offering. The platform's unique licensing model and proprietary content ID system ensures revenue flows to channel creators as well as all underlying music rights holders. LOUD is Mixcloud's strategic partnerships arm, helping global brands build value through amplifying culture.

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