



**MONDO.NYC 2021, NEW YORK'S ANNUAL MUSIC ARTS & TECHNOLOGY
CONFERENCE & SHOWCASE FESTIVAL
OCTOBER 12-15, 2021**

FIRST INDUSTRY CONTENT PARTNERS & SHOWCASE ARTISTS ANNOUNCED

PROGRAMMING COLLABORATIONS WITH THE RIAA, GUILD OF MUSIC SUPERVISORS, RECORDING ARTISTS PROJECT @ HARVARD LAW SCHOOL COVINGTON & BURLING LLP; NATIONAL INDEPENDENT VENUE ASSOCIATION

CONFERENCE PANELS ON POST-COVID FINANCIAL WELLNESS & SURVIVAL; MUSIC SUPERVISION; MUSICTECH; INDEPENDENT LIVE MUSIC; VIDEO GAMES, ESPORTS AND MUSIC; CLE MUSIC & TECH LAW SYMPOSIUM; RACIAL & GENDER EQUALITY IN THE MUSIC BUSINESS; INTERNATIONAL MUSIC MARKETING; MUSIC CREATION & PRODUCTION; SONGWRITERS & PUBLISHING; MUSIC POLICY & NFTs & DIGITAL CURRENCY

FOR IMMEDIATE RELEASE: New York, NY, March 25, 2021 — Mondo.NYC global business conference, showcase music festival and community of music and tech industry insiders and innovators, emerging artists and their fans, **returns this year as a four-day virtual interactive meeting and livestream** – a vital pipeline of information, connectivity and curation of great new music and cutting-edge technology.

Mondo is proud to gather its community together to share experiences and pursue actionable best practices, technological innovations, career pathways, equal opportunities and empowerment for all during this time of extreme, health, economic and social upheaval. According to Mondo Executive Producer Joanne Abbot Green, "Navigating our way through and ultimately out of the devastating pandemic, we've all experienced an unimaginable confluence of events that have dramatically changed our industry and our world. At Mondo 2021, we will harness the collective power of our voices – creatives, inventors, connectors, educators, entrepreneurs and fans – as we reconnect with old friends, forge new alliances, and get to work."

During the day, Mondo.NYC-curated panels, conversations, workshops and special events foster robust opportunities for virtual networking, collaboration and learning; at night, venture out into our virtual world of Mondo showcases to be inspired by some of the best up-and-coming bands from around the globe.

While Mondo 2021 is being announced virtually due to the continuing impact of COVID-19, **we are increasingly hopeful that vaccination progress and other COVID-related developments will enable us to concurrently welcome our attendees to a physical gathering in New York City**, including both a business conference and live music showcase.

Conference Content & Partnerships

Tuesday, October 12: The Indie Musician & Songwriter: A multi-panel seminar including revenue generating insights, challenges and opportunities, critical tools, analytics and new technologies.

Wednesday, October 13: The **Recording Industry Association of America (RIAA)** once again partners with Mondo to host its annual series, "Everything You Need to Know...in One Hour," an important "state of the business" analysis featuring key industry leaders.

Thursday, October 14: The NYC Guild of Music Supervisors Education Event & Film Festival returns for its fourth year as top music supervisors and industry executives in the fields of advertising, film, TV, video games and trailers give attendees a unique opportunity to meet, network and learn from some of the leading names in the business.

Friday, October 15: The Mondo CLE Music & Tech Law Symposium, Powered by Michelman & Robinson LLP and Covington & Burling LLP and sponsored by Manatt, Phelps & Phillips LLP and Recording Artists Project (“RAP”) at Harvard Law School will host an all-day entertainment law seminar on addressing some of the biggest legal developments affecting the music industry, including recent court decisions upending fundamental issues, the re-imagining of key policy matters and how multiple aspects of the industry have been affected by – and forced to adapt to – a post-COVID world.

Plus, Mondo and **RAP at Harvard Law School** will host **Live Virtual Pro Bono Sessions** during Mondo for its third consecutive year. RAP is a student practice organization serving the music community by offering pro bono legal services to local and national musicians.

Returning for its second year, Mondo is partnering with **Covington & Burling LLP** to host **Video Games, Sports and Music: Opportunities in the Digital World**.

Finally, the **National Independent Venue Association (NIVA)** hosts a panel addressing various challenges for the independent live music sector.

Mondo 2021 Showcase Festival: Initial Performers and JAPAN X Mondo

We're proud to introduce Mondo's initial showcase class of 2021 featuring Sara Jane Ceccarelli (Rome), FUNK SHUI (Skopje, North Macedonia), Jay Gilday Band (Edmonton, Alberta), Kim Logan + the Silhouettes (NYC), The Magnettes (Pajala, Sweden), Harry Marshall (London), Monica Rizzio (Cape Cod), Jennifer Silva (Brooklyn), The Velvicks (NYC) and Wanderers (Adelaide, Australia).

Announcing our first of multiple showcases highlighting individual territories: **JAPAN x Mondo** features three Tokyo-based groups: **UHNELLYS**, a two-piece indie band pushing the boundaries of rock, hip-hop and jazz; **Nuit** a shoegazer outfit; and **NEIRRA**, an alternative rock band influenced by '90s British rock.

Apply to play now [here](#) and receive a special opportunity from Mondo showcase partner [LyricFind](#).

Stay tuned for more announcements in the coming weeks. For more info, please visit <https://mondo.nyc>.

- **Advance purchase ticket discounts:** 50% off regular prices available now through March 31. Click [here](#).
- **Interested in being a Mondo speaker?** Click [here](#).
- **Media inquiries**, please contact [press](#).
- **Marketing**, sponsorship, partnership and business opportunities, please contact Bobby Haber bobby@mondo.nyc

Mondo.NYC is a festival and global business summit of music and tech industry insiders and innovators, emerging artists and their fans. Mondo connects fans and creators in a shared mission of empowering artists and advancing ideas in an ever-changing music business and technology landscape.

Please note all Mondo.NYC 2021 events are subject to change without notice.

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