

2011 SXSW Audible Treats Wrap-Up



(March 29, 2011 – Brooklyn, NY) Returning to Austin, Texas for the third time, premier marketing and publicity firm Audible Treats is happy to announce the success of not only one but two official showcases. Audible Treats produced their 2nd annual hip-hop showcase in conjunction with Blacksmith Music with headliners Talib Kweli, Jean Grae, Zion I & The Grouch, Black Milk, and Opio and Casual on Thursday night, followed by their first hip-hop and electro-indie hybrid showcase, co-curated by PrefixMag.com the following night with headliners Acrylics and J*Davey. Both showcases were marked by major giveaways and a number of special guests who helped to pack the venues.

Audible Treats' 2nd annual hip-hop showcase, which took place in front of a packed crowd at The Scoot Inn on Thursday, began with an opening set by Kyle Rapps, whose debut EP, Re-Edutainment, will be released tomorrow. Kyle, who also served as host for the night, introduced the line-up, which included League510, The Niceguys, DaVinci, Erk Tha Jerk, Roach Gigz, DJ Toure, Moe Green, TRUTHLiVE, Kokayi, Black Milk with his live band, Opio & Casual from The Hieroglyphics, Zion I & The Grouch, and headliners Talib Kweli and Jean Grae with special guest Pharoahe Monch, who performed his classic "Simon Says." Holding down the evening between sets was DJ and producer IMAKEMADBEATS, spinning a variety of songs mixed in with his own instrumentals, many of which fans will remember from the producer's self-titled debut album.

The following evening, Audible Treats celebrated their second event of the week, partnering with PrefixMag.com for a showcase at Nuvola that featured an eclectic line-up, mixing

hip-hop with a variety of electro and indie acts. DJ Eleven served as the house DJ and introduced, DaVinci, who performed a mix of tracks from *The Day The Turf Stood Still*, and his forthcoming 2011 releases, the *Feast Or Famine* EP and *The MOEna Lisa*. Next up were Headless Horsemen and Roach Gigz, who brought up special guest Kreayshawn for her very first performance, as well as Poirier and Moe Green, both of who ran through a variety of fan favorites. Co-headlining the showcase was Acrylics and J*Davey, who performed in front of a packed house.

Audible Treats would like to thank all partners who assisting in making the two showcases a success: PrefixMag.com, Blacksmith Music, FLÃ¼D Watches, Onitsuka Tiger, Native Instruments MASCHINE, IM KING Clothing, Orisue Clothing, and Rocksmith Tokyo Clothing.

Watch video highlights of the Audible Treats 2011 SXSW showcases here:

Black Milk:

[youtube]mnk00n4wKwg[/youtube]

Casual & Opio of Hieroglyphics:

[youtube]2cjgoz24G9w[/youtube]

Talib Kweli, Pharoahe Monch, & Jean Grae:

[youtube]hT9MBf4xGnA[/youtube]