

The SXSW Free List 2011 – updated 3/14/11 **accept no cheap imitations!**
 note: underlined events require a badge, invite or RSVP - ?'s may or may not be free
 set times listed are subject to change

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Thursday, March 10th

- 4:30 – 7pm** **Plancast Mexican Martini Happy Hour**
 Mexican martinis
 Cedar Door / 201 Brazos St.
- 6:30 – 8pm** **Big Ass Social Happy Hour**
 limited drink tickets, Annie Ray photobooth
 The Belmont / 305 W. 6th St.
- 7pm – 12mid** **Austin's Cohabitat Party**
 spotlighting technologies from: Compuzone, Thunder Tix, AMS Picture, Word Ripple, tracker, mobi,
 S- Collective, Luna Data Solutions
 Scoot Inn / 1308 E. 4th St.

Friday, March 11th

- 11am - 4pm** **The Fast Company Grill presented by Lincoln**
 Moonshine Bar & Grill Patio / 303 Red River St.
 food, cocktails by UV Vodka and Asahi, Wi-Fi, giveaways
- 3 - 10pm** **IFC Crossroads House**
 continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone/laptop charging stations, photo booth
 IFC Crossroads House / 612 Brazos St.
- 5pm – 12mid** **SXSW Interactive 'Appy Hour' Party Presented by BestBuzz**
 open bar, party favors, and signature Appy Hour 'BuzzBrew' cocktails
 The Belmont / 305 W. 6th St.
 DJs
- 5:30 – 7:30pm** **ATLien Invasion sponsored by Vitruv**
 food, drinks
 Fado Irish Pub / 214 W. 4th St.
- 6pm – 12mid** **Ignite SXSW 2011**
 food?, drinks?
 Austin Music Hall / 208 Nueces St.
- 6 - 10pm** **View512 Happy Hour presented by Tocquigny**
 beer, drinks
 Frost Bank Tower 17th floor / ?
- 6pm – 2am** **SapientNitro's The Mix At Six**
 games, prizes, sideshows, appetizers and open bar
 Venue 222 / 222 E. 6th St.
 Pains of Being Pure at Heart (8:30), DJ Spider (10pm)
- 6pm – 2am** **Mixerqy SXSW Live Bonanza**
 open bar
 Elysium / 705 Red River St.
- 7 - 9pm** **TECHmunch Food Blogger Conference Mixer**
 food, drinks
 Whole Foods Market / 522 N. Lamar Blvd.
- 7 - 10pm** **Tubefilter + ValleyGirl.TV @ SXSW**
 food, drinks
 The Cedar Door / 205 Brazos St.
- 7pm – 12mid** **Let's Start SXSW off Right**
 drinks
 Driskill Hotel Bar / 604 Brazos St.
- 7pm – 2am** **SXSW Come get infeKTD in Austin Hosted by SkullShovel**
 food, drinks
 200 Academy Dr.

- 7pm – 2am **Ignite Social Media Party**
food, drinks
The Dogwood / 715 W. 6th St.
- 7:30 - 10pm **Unofficial SXSW Tweetup**
food, drinks
Iron Cactus / 606 Trinity St.
- 7:30 - 11pm **Texas Style Council Conference Clothing Swap**
free for registered TxSCC attendees, \$5 general admission
Texas Style Council Headquarters / 201 W. 2nd St.
- 8pm – 2am **Big Bang Bordello**
beer?
Emo's / 603 Red River St.
The Flametrick Subs
- 8pm – 2am **Kick off Party at SXSW 2011 hosted by TechSet**
drinks
Enzo / 801 W. 5th St.
- 8pm – 4am **The PureVolume House Presents**
drinks
The Purevolume.com House / 504 Trinity St.
?
- 9pm – 2am **AMODA Digital Showcase**
drinks?
The Mohawk / 912 Red River St.
live electronic music and visual art
- 9pm – 2am **PathCrosser w/ Moxie Presents: Questlove**
drinks
Scoot Inn / 1300 E. 4th St.
?uestlove, Theophilus London, God-Des & She, Kid Slyce

Saturday, March 12th

- 8 – 10am **SXSW Social Breakfast 2011**
food, coffee
Magnolia Cafe South / 1920 South Congress Ave.
- 11am – 5pm **PSFK Salon**
food, drinks
Driskill Hotel / 604 Brazos St.
- 11:30am – 3pm **FreshBooks 2,000,000 Users Party**
beer, photoboosts, ice cream
Brush Square Park west tent / 409 E. 5th St.
- 12pm – 2am **Etsy.com Crafting & Meetup**
crafting, screenprinting, food? drinks?
Venue 222 / 222 E. 6th St.
The Black Angels, Neighbors
- 3 - 10pm **IFC Crossroads House**
continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone/laptop charging stations, photo booth
IFC Crossroads House / 612 Brazos St.
- 4 - 6pm **Steers and Queers Happy Hour**
food, drinks
Frank / 407 Colorado St.
- 4 – 7pm **Small Business Web Party**
drinks
The Highball / 1142 S. Lamar Blvd.
- 4 – 8pm **DC Meets Austin Happy Hour**
food, drinks
Moonshine Patio Bar and Grill / 303 Red River St.
- 5 – 8pm **Online/Offline: A Happy Hour for Social Media Peeps**
drinks
Aces Lounge / 222 E. 6th St.
- 5 – 10pm **Evite SXSW Pre-Party**
taco bar, drinks
Lanai
- 6 - 9pm **Wordpress Party**
drinks
Elysium / 705 Red River St.
- 6 – 9pm **Wiley SXSW 2011 Author Party**
food, drinks
The Cedar Door / 201 Brazos St.



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- 6 – 10pm** **Razorfish Happy Hour**
drinks
Phoenix / 409 Colorado St.
- 6pm – 12mid** **Media Innovation Party**
food, drinks
Palm Door / 401 Sabine St.
- 6pm – 12mid** **The Good Capitalist Party**
drinks, pizza
Union Park / 612 W. 6th St.
- 6pm – 2am** **SapientNitro's Opening Night Pre-Party**
drinks
Venue 222 / 222 E. 6th St.
Pains of Being Pure at Heart (8:30), DJ Spider (10pm)
- 6:10 – 6:15pm** **Don't You Wish Your VC Were More Like Remmy?**
303 E. 3rd St.
- 7 – 10pm** **Digital LA - SXSW Cocktails**
drink specials
Paradise / 401 E. 6th St.
- 7 – 10pm** **Austin on Rails SXSW Happy Hour**
food? drinks?
Buffalo Billiards / 201 E. 6th St.
- 7pm – 12mid** **Diggnation Live**
beer
Stubb's / 801 Red River St.
Bad Veins, DJ Mike Relm
- 8pm – 2am** **Ning presents: Moqwee Live**
drinks?
Mohawk / 912 Red River St.
The Limousines, Washed Out, Black Joe Lewis & The Honeybears and DJ Premier
- 8pm – 2am** **Interactive Opening Party presented by frog design**
drinks
The Whitley Building / 301 Brazos St.
- 8pm – 2am** **That Internet Party**
beer
Red 7 / 711 E. 7th St.
White Arrows, Soft Healer, Skiggy Rapz, Flying Turns, DJ Kosher Dillz, DJ DNS, Mickey Schiff of White Arrows (DJ Set), The New Movement w/ Lamebook LIVE
- 9 – 11:55pm** **Reverse VC Pitch Party**
food, drinks
Austin Convention Center / 500 E. Cesar Chavez St.
- 9pm – 12mid** **The Internet is Serious Business SXSW Party**
food, drinks
Six Lounge / 117 W. 4th St.
- 9pm – 2am** **Fandango + Alamo Party**
drinks
The Highball / 1120 S. Lamar Blvd.
Karaoke Apocalypse
- 9pm – 2am** **Copyblogger Presents an Indelicate Diversion**
drinks
The Beauty Bar / 617 E. 7th St.
- 9pm – 2am** **The Green Room hosted by Syncapse**
drinks
Malverde / 400 W. 2nd St.
DJ ?
- 8pm – 4am** **The PureVolume House Presents**
drinks
The Purevolume.com House / 504 Trinity St.

Sunday, March 13th

- 11am - 1pm** **Hair Of The Dog Brunch**
Tito's bloody marys, coffee, tamales
Star Bar / 600 W. 6th St.
- 11am – 4pm** **The SXSW Street Food Fest presented by Foodspotting & Blackberry**
street food
parking lot at 2nd & Brazos



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- 11am - 9pm** **eBay Hangover Party and Speed Hack**
breakfast, blood marys, mimosas
Austin Hilton Room 206 / 500 E. 4th St.
- 11:30 – 3pm** **FreshBooks 2,000,000 Users Party**
ice cream, drinks?
Brush Square West Tent / 409 E. 5th St.
- 12pm – 2am** **Etsy.com Crafting & Meetup**
crafting, screenprinting, food? drinks?
Venue 222 / 222 E. 6th St.
Quintron & Miss Pussycat, DJ Rana June
- 12:30 – 3pm** **Allhat III**
margaritas, breakfast tacos
Guero's Taco Bar / 1412 S. Congress Ave.
Monte Montgomery and more
- 2 – 5pm** **Nomadic SXSW Meetup**
food?
Casa Chapala / 101 San Jacinto Blvd.
- 2 – 6pm** **The Bacon Takedown 2**
bacon
Emo's / 603 Red River St.
- 3 – 7pm** **Townholler + BeerSphere**
beer
Club De Ville / 900 Red River St.
- 3 - 10pm** **IFC Crossroads House**
continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone/laptop charging stations, photo booth
IFC Crossroads House / 612 Brazos St.
- 3pm – 12mid** **Y.EAST2**
beer?
Cheer Up Charlie's / 1104 E. 6th St.
- 4 – 8pm** **Austin JavaScript 2011 SXSW Party**
beer, Torchy's tacos, swag bags
Kung Fu Lounge / 510 Rio Grande St.
- 4 – 10pm** **Awesomest Journalism Party Ever**
drinks
The Marq / 422 Congress Ave.
Quiet Company
- 4:30 – 7pm** **The Mix + Pitch Party Presented by Ross School of Business & X Prize Foundation**
food, drinks
Parkside / 301 E. 6th St.
- 5 – 8pm** **SocialToaster Cocktal Party**
drinks, hors d'oeuvres
Copa Bar & Grill, / 217 Congress Ave.
- 5 – 9pm** **Boston in Austin Happy Hour**
beer, snacks
Fado Irish Pub / 214 W. 4th St.
- 5 – 10pm** **Mardi Gras Sock Hop & Crawfish Boil (\$10 cover)**
drinks, crawfish
Shangri-La / 1016 E. 6th St.
Young Fellaz Brass Band
- 5:30 – 8:30pm** **Royale with Cheese**
cocktails, burgers
Roial / 120 W. 5th St.
- 6 - 9pm** **CNET's Buzz Out Loud**
drinks
Cedar Street Courtyard / 208 W. 4th St.
- 6 - 10pm** **URDB World Records LIVE**
drinks?
The Highball / 1120 S. Lamar Blvd.
Bright Light Social Hour
- 6pm – 12mid** **Data Cluster Party**
drinks
Elysium / 705 Red River St.
- 7 - 10pm** **The Fast Company Grill presented by Lincoln Night Party**
Moonshine Bar & Grill Patio / 303 Red River St.
food, cocktails by UV Vodka
Performances by Rye Rye and Theophilus London



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- 7 – 10pm** **Fast Society House Party w/ Patron XO Café**
Patron XO milkshakes, SugaPlump pastries
Big Red Sun / 1102 E. Cesar Chavez St.
DJ Thibault
- 7pm – 12mid** **Team Android at SXSW**
open bar, bomb tacos
Lustre Pearl / 97 Rainey St.
- 7pm – 12mid** **Interactive/Film Fusion Party presented by Meebo**
open bar, appetizers
Six Lounge / 117 W. 4th St.
DJs
- 7pm – 12mid** **Fray Cafe 11**
beer?
The Red-Eyed Fly / 715 Red River St.
open mic
- 7pm – 2am** **Barbarian Group & StumbleUpon: T.O.S. Violation**
beer
The Mohawk / 912 Red River St.
The Oh Sees, Mister Heavenly, No Age, Bare Wires, Surf City, Ted Leo
- 7pm – 2am** **Survey Says? Skype Party at SXSW**
open bar, BBQ
Scoot Inn / 1308 E. 4th St.
Cut Chemist, DJ Orion, Fresh Millions
- 7:30pm – 12mid** **EnergyHub SXSW Launch Party**
food, drinks
Paradise / 401 E. 6th St.
- 8 – 10pm** **Activity Streams Meet-up**
drinks
Clive / 609 Davis St.
- 8 – 10pm** **Milyoni: A Most Interesting Party**
Dos Equis beer, drinks, appetizers
La Condesa / 400 W. 2nd St.
- 8 – 11pm** **Tech Cocktail SXSW**
drinks
Republic Live / 301 W. 5th St.
- 8 - 11:30pm** **Chomp, Blekko and HipMunk Present: Search Party**
drinks
The Hangar Lounge / 318 Colorado St.
DJ KidHack
- 8pm – 12mid** **u30pro SXSW Meetup**
drinks?
The Ginger Man / 301 Lavaca St.
- 8pm – 2am** **Beercamp**
beer
Emo's / 603 Red River St.
Team Genius, Shells
- 8pm – 2am** **Computer Blip Bloop Bullshit 2**
Brooklyn Brewery beer
Club De Ville / 900 Red River St.
The Wooden Birds, Black & White Years, DJ Jester the Filipino Fist
- 8pm – 4am** **The PureVolume House Presents**
drinks
The Purevolume.com House / 504 Trinity St.
- 9pm – 2am** **Party Like it's 1986**
drinks
Maggie Mae's / 325 E. 6th St.
live 80s tunes, retro games
- 9pm – 2am** **PBS & Friends**
drinks?
The Parish / 214C E. 6th St.
Trombone Shorty & New Orleans Avenue
- 9pm – 2am** **Silicon Prairie Party**
drinks
Lanai / 422 Congress Ave.
- 9pm – 2am** **Gtrot Travel Party**
open bar
The Rooftop Bar / 2716 Guadalupe St.



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- 9pm – 2am **Crowdtap Launch Paty**
drinks, chocolate tap
The Belmont / 305 W. 6th St.
- 10pm – 12mid **Tufts University Sundaes on Sunday**
Amy's Ice Cream
Velveeta Room / 521 E. 6th St.
- 10pm - 1am **Mashable MashBash SXSWi**
drinks?
Buffalo Billiards / 201 E. 6th St.
- 10pm – 2am **SoundTracking & Animoto present: SoundTrack SXSW**
open bar 10-11pm
The Beauty Bar / 617 E. 7th St.
DJ sets from The Hood Internet and Bird Peterson

Monday, March 14th

- 11am - 4pm **Twitter Retreat**
drinks, Franklin BBQ, Coolhaus ice cream sandwiches
Icenhauer's / 83 Rainey St.
- 12 - 3pm **2nd Annual Beer & Brat Bash SXSW 2011**
beer, brats
The Cedar Door / 201 Brazos St.
- 12noon – 2am **Mashable House SXSWi 2011**
drinks
Buffalo Billiards / 201 E. 6th St.
- 1 - 7pm **Mueller Law / Voodoo Cowboy Welcome Party**
food, drinks
The Dart Music International House / 219 W. 4th St.
1:00 Jackie Bristow, 2:00 Emergency Blanket, 3:00 Tidal Waves, 4:00 Telephunken, 5:00 Unfamiliar Friends Party, 6:00 The Boxing Lesson
- 3 - 10pm **IFC Crossroads House**
continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone/laptop charging stations, photo booth
IFC Crossroads House / 612 Brazos St.
- 4pm – 12mid **Houston @ SXSW**
drinks?
Republic Live / 301 W. 5th St.
- 6 – 10pm **WebiNK Live Graffiti Party**
food, drinks
W Hotel Terrace / 310 W. 2nd St.
DELS, live Graffiti from Queen Andrea
- 6 – 10pm **Rackspace + OpenStack Arcade Bash**
food, drinks, arcade games
Kung Fu / 510 Rio Grande St.
- 6 – 10pm **ARM Party & Smart Mobile Device Showcase**
food, drinks
Hangar Lounge / 310 Colorado St.
- 6 – 10pm **SpiceRex Party**
beer
Lustre Pearl / 97 Rainey St.
- 6 – 10pm **The Great British Booze-Up**
drinks
Shakespeare's / 314 E. 6th St.
- 6pm – 12mid **Drupal Party at SXSW**
drinks?
Elysium / 707 Red River St.
- 6pm – 1am **Architek One Presents.... pop. art. drop.**
food, drinks
Fado / 214 W. 4th St.
Debutaunts
- 7pm – 12mid **GSD&M Industry Party**
food, drinks
GSD&M Idea City / 828 W. 6th St.
The Mother Truckers, J. Roddy Walston, The Business
- 7pm – 12mid **Blogger Party**
drinks
Six Lounge / 117 W. 4th St.



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- 8pm – 12mid** **Celebrate the Beauty of the Web w/ Internet Explorer 9**
drinks
ACL Live / 310 W. 2nd St.
Yeasayer, The Head And The Heart, Fences
- 8pm – 12mid** **Hubvine Launch Party**
drinks?, cookies, Laser Tag
Key Bar / 617 W. 6th St.
The Damn Times
- 8pm – 2am** **From the Mind of Adi Presents...**
beer?, popchips
Red 7 / 611 E. 7th St.
- 8pm – 2am** **Open Beta**
food, drinks
Friends / 208 E. 6th St.
DJ Ostersa
- 8pm – 4am** **The PureVolume House Presents**
drinks
The Purevolume.com House / 504 Trinity St.
- 9pm – 12mid** **See the World with Gowalla and Matt & Kim**
drinks
The Belmont / 305 W. 6th St.
Matt & Kim, Flosstradamus
- 9pm – 12mid** **Funny or Die & Tumblr's LOL Reblog Party**
drinks
The Highball / 1142 S. Lamar Blvd.
- 9pm - 1am** **Zynga at the Dog House**
open bar, arcade games, street food
The Zynga Dog House / 301 Brazos St.
10pm Sleigh Bells, 11:15 TV on the Radio, Special Guest, DJ Set by Flying Lotus
- 9pm – 2am** **Say Media Party**
drinks
The Speakeasy / 412 Congress Ave.
Local Natives, Young Buffalo, The Soft White Sixties, The Holidays, Agent Ribbons, Geographer
- 10pm – 2am** **Village Voice Media Interactive Party 2011**
open bar
Paradise / 401 E. 6th St.
Tokimonsta
- 12mid – 2am** **Official Fubar Afterparty**
drinks
The Highball / 1120 S. Lamar Blvd.

Tuesday, March 15th

- 12 - 7pm** **Baeble Music Takes On Texas**
drinks?
The Phoenix / 409B Colorado St.
The Holidays, Evan Voytas, Brahms, Lovett
- 12:30pm – 2am** **Lucy the Poodle's Eastside Sound Circus!**
moonwalk, photobooth, beer?
Cheer Up Charlie's / 1104 E. 6th St.
1am Millionyoung, 12:05am Agent Ribbons, 11:15pm Moth!Fight!, 10:50pm One Hundred Flowers, 10:35pm The Hi-Tones, 10:10pm Henry & The Invisibles, 9:45pm The Armchairs, 9:20pm Ryat, 8:55pm Megafaun, 8:30pm Thee Attacks, 8:05pm Las Robertas, 7:40pm General Bye Bye, 7:15pm Lars & The Hands of Light, 6:50pm My Empty Phantom, 6:25pm Arrah & The Ferns, 5:40 Social Studies, 5:15pm Moniker, 4:50 Bird Names, 4:35pm Ghost Lapse, 4:10pm The Boxing Lesson, 3:45pm Christopher Fairman, 3:20pm Bambara, 2:55pm The Jitterbug Vipers, 2:30pm Chase Frank, 2:05pm Cory Brim, 1:40pm Em Brownlowe, 1:15pm Suite 709, 12:50pm I got you on Tape
- 1 - 7pm** **4th Annual Dart Music International Party Day / Music & Greetings from Space**
food, drinks
The Dart Music International House / 219 W. 4th St.
1:00 special guest, 2:00 Tidal Waves, 3:00 Intimate Stranger, 4:00 Viva City, 5:00 The Yellow Dogs, 5:45 Astronaut Cady Coleman, 6:00 Grand Atlantic
- 2 – 8pm** **SXSW 2011 TechKaraoke**
drinks
Six Lounge / 117 W. 4th St.
- 3 - 8pm** **Dyn and CloudCamp Present The 2011 Cloudy Awards**
drinks
138 Listening Lounge / 906 Daniel Dr.
Hoots & Hellmouth, Jay Nash, Miracle Parade, Quiet Life, Kelley McRae



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- 3 - 10pm** **IFC Crossroads House**
continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone/laptop charging stations, photo booth
IFC Crossroads House / 612 Brazos St.
- 5 - 7pm** **Mobile Social SXSW Bike Power!**
food, beer
Brush Square Park (Across from the Convention Center)
- 5 - 8pm** **Party Smart**
food
Momo's / 618 W. 6th St.
Martin Atkins of the Memphis Music Foundation, Asleep, One Eyed Doll
- 5:30 - 7:30pm** **BMI's "Howdy Texas" Party**
BBQ, drinks
Stubb's / 801 Red River St.
Dale Watson, Gin Sisters, Gary Clark Jr.
- 7pm - 12mid** **Voltron Party**
drinks
Kung Fu Lounge / 510 Rio Grande St.
- 8pm - 2am** **Art Disaster no. 12**
drinks?
Beauty Bar / 617 E. 7th St.
outside stage: 1:00am PEELANDER-Z, 12:00 THE WHITE WHITE LIGHTS, 11:00 THE SHONDES,
10:00 CAROL BUI, 9:00 ZORCH, 8:00 INVISIBLE HAND; DJ KING LOUIE between bands
inside stage: 1:00 DJ ORIÓN, 12:20 SHUNDA K, 11:30 DEARLING PHYSIQUE, 10:30 SOCIAL
STUDIES, 9:30 GRIMY STYLES, 8:30 THE ECHOCENTRICS, 8pm - DJ KEIRON between bands
- 8pm - 2am** **Social Saloon**
food, drinks
Malverde / 202 Guadalupe St.
DJ Marco Collins, The Young Evils, The Head and the Heart
- 8pm - 4am** **The Purevolume House/Syndicate Conflict Of Interest Party**
drinks
The Purevolume.com House / 504 Trinity St.
8PM Fierce Creatures, 9PM We Barbarians, 10PM Grouplove, 11PM The Lonely Forest, 12PM The
Sounds, DJ Penguin Prison
- 9pm - 12mid** **Media Temple SXSWi Official Closing Party**
food, drinks, Rony's Photo Booth
Stubb's / 801 Red River St.
Fitz & The Tantrums, Innerpartysystem, Aaron Lacrate
- 9pm - 2am** **DATAPOP**
drinks?
The Highball / 1142 S. Lamar Blvd.
9:00 exileFaker, 9:45 knife city, 10:30 Fuckjazzforaminute, 11:15 Sulumi, 12:00mid Covox, 12:45
USK, 1:30am IAYD
- 9pm - 2am** **SXSW11 Geeky Beach Party**
drinks, prizes
Venue 222 / 222 E. 6th St.
- 9:30pm - 2:30am** **Red Bull BPM Launch Party**
food, drinks, Red Bull
Republic Live / 301 W. 5th St.
Felix da Housecat, DJ Manny, VJ Culture
- 10pm - 3am** **Sup Magazine, Learning Secrets, FIXED Get Glad & Stay Rad In Austin**
drinks
LOFT 718 / 718 Congress Ave.
DJ sets from Ian & Jeramy of Learning Secrets, Dave P & JDH of FIXED

Wednesday, March 16th

- 11am - 6:30pm** **IAMSOUND 2011 Showcase**
Sailor Jerry drinks
Shangri-La / 110 East 6th St.
Friendly Fires, Foster the People, Theophilus London, Mount Kimbe, Dom, Newwillager, DJ Sets by
Local Natives, New Look, Superhumanoids, Punches
- 11am - 8pm** **Pigeon's Posse**
drinks
Opal Divine's Freehouse / 700 West 6th St.
Ray Bonneville, Brandon Jenkins, Darryl Lee Rush, Ramsay Midwood, Randy Weeks, Oh No Oh My,
Delta Saints, Somebody's Darling, Mike and the Moonpies, Mr. Walt Wilkins



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- 11am - 9pm** **CYLS & Topshelf Records SXSW Showcase**
7-in vinyls, rum, silk-screened posters
PLUSH / 617 Red River St.
Moving Mountains (Triple Crown), Defeater (Bridge Nine), Grown Ups, Into It. Overit. Empire! Empire!
(I Was A Lonely Estate), The World Is A Beautiful Place And I Am No Longer Afraid To Die,
Pswingset, Joie De Vivre, Caravels, The Clippers, Annabel, Football, Etc., The Reptilian
- 11am – 9:30pm** **Guitartown/Conqueroo Present Kickoff 2010**
beer, food
The Dogwood / 715 W. 6th St.
11am Andy Friedman, 11: 30 Wagons, 12pm Leslie Stevens, 12:30 Willie Nile, 1pm Kevin Welch,
1:30 Small Ponds (Caitlin Cary), 2 The Hobart Brothers & Lil' Sis Hobart (Jon Dee Graham/Freedy
Johnston/Susan Cowsill), 2:30 Steve Poltz, 3 Jon Dee Graham, 3:30 Maxim Ludwig & The Santa Fe
Seven, 4pm Syd Straw, 4:30 Ian Moore, 5pm Slaid Cleaves, 5:30 Shurman, 6pm Hot Club of
Cowtown, 6:30 The Silos, 7pm Emory Quinn, 7:30 Michael Des Barres, 8:15 Chip Robinson, 9pm
Thunderosa
- 11am - 2am** **Brooklyn BBQ**
drinks, BBQ, and photobooth
Hotel Vegas + Volstead Lounge / 1500 East 6th St.
Outdoor Stage: 12pm Beautiful Super Machines, 1pm Michael Kincaid (what made Milwaukee
Famous), 2pm Gay Blades, 3pm Fan Tan, 4pm Invisible Days, 5pm Deadbeat Darling, 6pm Butcher
Bear Sound System with Charlie, 7pm Special Guest, 8pm Dream Diary, 9pm The Dig, 10pm Black
Taxi, 11pm The Black and White Years; Dive Stage: 11:30 am AI, 12:30pm Midget Men, 1:30pm
Heliotropes, 2:30pm Weird Owl, 3:30pm Goes Cube, 4:30pm Grooms, 5:30pm Country Mice, 6:30pm
The Zen Lunatic, 7:30pm Reaganometry, 8:30pm The Wicked Tomorrow, 9:30pm The Courtesy Tier,
10:30pm Blackbells, 12:30am Decibel; Volstead Stage: 7:30pm Redheadphone, 8:30pm Emily
Greene, 9:30pm The Impossible Girl, 10:30pm Mieka Pauly, 11:30pm Joseph King & Friends
- 11:30am - 6pm** **Indie Sounds NY & Austin Day Party**
drinks?
Momo's Club / 618 W 6th St. #200
12pm Galapaghost, 12:45 Ted Songs, by Drew Smith, 1:30 Hands Off My Sister, 2:15 The Tiny Tin
Hearts, 3:15 The Mastersons, 4:15 The Spring Standards, 5:15 Breaking Laces
- 11:30am - 6:30pm** **The Midgetmen's Texas Jumpstart 4**
beer
Hole in the Wall / 2538 Guadalupe
Front Stage: 12-12:30 – 1, 2, 3, 1-1:30 – Ham Sandwich, 2-2:30 – Golden Dogs, 3-3:30 Sleepwalkers,
4-4:30 – Ezra Furman & The Harpoons, 5-5:30 Country Mice; Back Stage: 12:30-1 – Hounds Below,
1:30-2 – Goes Cube, 2:30-3 The Midgetmen, 3:30-4 Gay Blades, 4:30-5 Hollerado, 5:30-6 Shilpa Ray
& Her Happy Hookers
- 11:30am - 10pm** **anso SXSW Party!**
Spider House / 2908 Fruth St
Stage #1: Chapter 24, Dream Diary, Butts, Grave Babies, Xray Eyeballs, Surf City, Bare Wires,
Football, Thee Oh Sees, Cheeseburger, Slim Cessna's Auto Club; Stage #2: The Lingering Doubts,
Mark Eitzel, Carletta Sue Kay, Silje Nes, Sea of Bees, Christmas, Pujol, Terrible Twos, Unnatural
Helpers, Throwing Up, Guantanamo Bay Watch, Devon Williams, Birds of Avalon
- 12 - 3pm** **British Music SXSW 2011**
drinks
The British Music Embassy, Latitude / 512 San Jacinto
New Music from Wales
- 12 - 5pm** **Falkin + Sachse's A Mostly Legal Day Party**
beer
BD Riley's / 204 E. 6th St.
12pm El Cento, 1pm Ariel Abshire, 2pm The Ecocentrics, 3pm Seryn, 4pm Romantica
- 12 - 5pm** **eMusic at SXSW/Austin**
food, drinks
The Beauty Bar / 617 E. 7th St.
12:30 Hurray for the Riff Raff, 1:15 Grass Widow, 2pm Jeff the Brotherhood, 2:45 Ty Segall, 3:30
Obits, 4:15 The Pains of Being Pure at Heart
- 12 - 5:30pm** **Storychord SXSW Day Party**
coffee, beer, photobooth
Cheer Up Charlie's / 1104 East 6th St.
12pm Tenements, 12:30 TBA, 1pm Steffaloo + friends, 1:30 Keegan DeWitt, 2pm Holy Spirits, 2:30
Reggie O'Farrell (of Western Civilization), 3pm Twin Tigers, 3:30 Mission to the Sea, 4pm Night
Manager, 4:30pm Emperor X, 5pm Million Young
- 12 - 5:30pm** **Ranch x Chicken Ranch**
BBQ
Elysium / 705 Red River St.
12-12:30 Starlings, 12:45-1:15 Moonlight Towers, 1:30-2 Beautiful Supermachines, 2:15-2:45 Mr.
Kewis and The Funeral 5, 3-3:30 The Clutters, 3:45-4:30 The Woggles, 4:45-5:30 Peelande-Z



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- 12 – 5:30pm** **Hello Music and Taylor Guitars Day Party**
drinks, BBQ
Rusty Spurs / 405 East 7th St.
Indoor Main Stage: 12:30 - 1pm RTB2, 1:30 - 2pm Thomas Wynn and The Believers, 2:30 - 3pm Evaline, 3:30 - 4pm Vanaprasta, 4:30 - 5pm The Material; Outdoor Patio: 1pm - 1:30 Scott Bartenhagen, 2pm - 2:30 Jamestown Revival, 3pm - 3:30 Justyna Kelly, 4pm - 4:30 The Smiles, 5pm - 5:30 yOya
- 12 - 6pm** **Beatles Complete on Ukulele Festival**
Hotel San Jose Parking Lot / 1316 South Congress Ave.
drinks?
Ben Kweller, Drew Smith, and Amy Cook
- 12 - 6pm** **Windish/Austinist Present Austin Or Bust!**
beer?
The Mohawk / 912 Red River St.
outside: 12:15 Mount Kimbie, 1:15 Twin Shadow, 2:15 Givers, 3:15 Cloud Nothings, 4:15 Royal Bangs, 5:15 Foster The People, DJ Huw Stephens
inside: 1:00 jamie Woon, 2:00 Cloud Control, 3:00 The Holidays, 4:00 Hanni El Khatib, 5:00 The Jezabels
- 12 - 6pm** **Ioda SXSW Opening Day Bash**
beer?
Emo's Annex / 603 Red River St.
5:30: Gold Panda, 5:00: Beach Fossils, 4:15: Typhoon, 3:30: The Bewitched Hands, 3:00: True Widow, 2:30: Aphasia, 1:45: Weekend, 1:15: Fredrik, 12:45: Queen Sea Big Shark, 12:20: Geographer, 12:00: Withered Hand
- 12 - 6pm** **San Diego Hoe Down 2011**
beer and tacos
Lustre Pearl / 97 Rainey St.
UME, Silent Comedy, Little Hurricane, Leslie & The Badgers, Writer, Saint Motel and American Royalty
- 12 - 6pm** **Fat Possum Presents I'm An Alcoholic And I Hate You**
drinks?
Club DeVille / 900 Red River St.
12:30 Therapies Son, 1:05 Dirty Beaches, 1:40 MellowHype, 2:15 Bass Drum of Death, 2:50 Porcelain Raft, 3:25 Tennis, 4:05- Unknown Mortal Orchestra, 4:45 Yuck, 5:30 Smith Westerns
- 12 - 6pm** **The Billy Reid & K-Swiss SXSW Shindig**
Firefly Vodka
The Swan Dive / 651 Red River St.
12-12:30pm Keegan Dewitt, 12:45-1:15 The Romany Rye, 1:30-2pm Jessica Lea Mayfield, 2:20-2:50 The Apache Relay, 3:10-3:40 Hayes Carll, 4-4:30 Caitlin Rose, 4:40-5:10 Jason Isbell, 5:30-6 Civil Wars
- 12 - 6pm** **Tiger Mountain & Noise Pop present Brooklyn vs. The Bay**
drinks
Red Eyed Fly / 715 Red River St.
O'Death, The Spinto Band, Delicate Steve, Smoosh, Milagres, Warm Ghost, Dream Diary, We Barbarians; Dodos, John Vanderslice, Mart Eitzel, The Mumlers, Taxes, Sea of Bees, The Limousines
- 12 - 6pm** **Flavorpill, The Musebox, I Rock I Roll, & The Bell House Are: Austin BFFs**
drinks?
Lipstick 24 / 606 East 7th St.
Indoor: 12:30 Milagres, 1:30 Operator Please, 2:30 Esben & The Witch, 3:30 Class Actress, 4:30 Cloud Control, 5:30 Nite Jewel; Outdoor: DJ Russ (flavorpill) 1pm Kids of 88, 2pm Megaphonic Thrift, 3pm Deluka, 4pm Violen, 5pm Oh Land
- 12 - 6pm** **DC does Texas**
beer
Lovejoys / 604 Neches
12pm Carol Bui, 12:50 Tereu Tereu, 1:45 Typefighter, 2:40 Deleted Scenes, 3:35 True Womanhood, 4:20 The Caribbean, 5:15 These United States
- 12 - 6pm** **Rap Rocks SXSW**
drinks
The Speakeasy / 412 Congress Ave.
The White House Band. Das Racist. Bad Rabbits, Hollis Brown. Bazaar Royale. The Upperclassmen. Click Clack Boom and more
- 12 - 7pm** **Waterloo Records SXSW Day Parties**
beer?
Waterloo Records / 600 N. Lamar Blvd.
12pm Sahara Smith, 1pm Morning Teleportation, 2pm Wild Flag, 3pm Fitz and the Tantrums, 4pm Apex Manor, 5pm Hunx and His Punx, 5:30 Laura Jansen, 6pm Telekinesis



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- 12 - 7pm** **Baeble Music Takes On Texas**
drinks?
The Phoenix / 409B Colorado St.
- 12 - 8pm** **Fader Fort by Fiat**
drinks
Pine Street Station (aka Fader Fort) / 1101 E. 5th St.
1:30pm Toro Y Moi, 2:15 Jonqui, 3pm Oh Land, 3:45 Dom, 4:30 Young The Giant, 5:15 Friendly Fires, 6pm Raphael Saadiq, 6:45 Twin Shadow 7:30 Yelawolf; DJ Sets: 1-3pm DJ Protégé, 3-5pm Young Guru, 5-8pm Statik Selektah
- 12 - 10pm** **Treehouse Diddly**
drinks
Cheers Shot Bar / 416 E. 6th St.
Noon Bears of Blue River , 12:45 The Lines, 1:30 Or, the Whale, 2:15 Tim Easton and The Freeland Barons, 3:00 These United States, , 4:30 The Moondogs, 5:15 The Growlers, 6:30 LESANDS , 7:15 Floating Action, 8:00 Fletcher C. Johnson
- 1 - 6pm** **Tumblr @ SXSW**
food, drinks
Clive / 609 Davis St.
- 1 - 6pm** **SXSW at the W**
tequila?
Terrace @ The W Austin / 200 Lavaca St.
TBA
- 2 - 7pm** **Top Rock Free Show**
beer and pancakes
Top Drawer Thrift Store / 4902 Burnet Rd.
Ava Luna, Zest of Yore, Darling New Neighbors, Albino Redd, DJ Disco Tits, Film Projections by Amanda Joy and Josh Polon
- 2 - 8pm** **The Purevolume.com House**
drinks
The Purevolume.com House / 504 Trinity St.
2pm Poema, 3pm Grand Tarantula, 4pm Twin Atlantic, 5pm The New Regime, 6pm Anthony Green
- 3pm - ?** **End Of An Ear Instores**
beer?
End Of An Ear / 2209 S. 1st St.
3pm Las Robertas
- 3 - 7pm** **Canadian Blast BBQ**
drinks, food
East Tent, Brush Square Park / 5th St. and Neches
Buck 65 with Jenn Grant, Karkwa, P.S. I Love You, Diamond Rings, More Or Les, Imaginary Cities
- 6pm - 8pm** **New Zealand Party**
Wine?
Brush Square Park, West Tent / 409 E 5th St.
- 8pm-12:30am** **Rolling Stone Magazine Party**
drinks?
La Zona Rosa / 612 West 4th St.
8pm Beast Make Bomb, 9pm J Mascis, 10pm Mini Mansions, 11pm The Black Angels, 12:30am Queens of the Stone Age
- 10pm - 2am** **Supercalifragilisticexpialidocious Week (Couch Professor NIGHT Parties)**
drinks
Chupacabra Cantina / 400 East 6th St.
10pm Ice Black Birds, 11pm Some Community, 12am Operator Please 1am Zoobombs
- 11pm - 4am** **The Purevolume.com House**
drinks
The Purevolume.com House / 504 Trinity St.
12am Oberhofer, 1am Telephoned, 2am Moby, 3am Drop the Line

Thursday, March 17th

- 10:30am - 12:30pm** **British Music SXSW 2011**
drinks
The British Music Embassy, Latitude / 512 San Jacinto
The Great British Breakfast
- 11am-4pm** **The Alternative Apparel Café**
food, cocktails by UV Vodka, Asaki beer and The Macallan Single Malt Scotch Whisky
Moonshine Bar & Grill / 303 Red River St.
Media and Interview Lounge



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- 11am – 6pm** **Filter Magazine’s “Culture Collide 2011”**
drinks, BBQ
Cedar Street Courtyard / 208 W. 4th St.
11am-The Deer Tracks, 11:30 The Late Birds, 12pm Harrys Gym, 1pm Voxhaul Braodcast, 2pm The
Cults, 3pm The Vaccines, 4pm Foster the People, 5pm Raphael Saadiq
- 11am - 6pm** **High Five! Party! Party!**
drinks, Irish Breakfast
Elysium / 705 Red River St.
The Eastern Sea, Mister Heavenly, The Eastern Sea, Young Girls, CHAPPO, Backdrifter,
Ponyhomie, Jake Nannery, Database, Dj JedX, Dj Spooky, Dj Czech One, Ceeplus Bad Knives, Dj
Scorpio, and many more TBA
- 11am - 6pm** **Prefix Day Party**
tacos and beer
ND at 501 Studios / 501 I-35 (5th and Brush Creek)
11-11:30 Bass Drum of Death, 11:50-12:20 Gobble Gobble, 12:40-1:10 Das Racist, 1:30-2 Oh Land,
2:20-2:50 Asobi Seksu, 3:10-3:40 JEFF the Brotherhood, 4-4:40 Austra, 5-5:40 Baths
- 12 - 3pm** **SESAC’s Green Eggs and Band**
brunch, bloody Marys, mimosas
Driskill Hotel / 605 Brazos St.
Meiko
- 12 - 4pm** **Rolling Stone Magazine Party**
drinks?
La Zona Rosa / 612 West 4th St.
12pm Gary Clark Jr., 1pm Raphael Saadiq, 2pm Tracy Bonham, 3pm Mona, 4pm The Meat Puppets
- 12 - 4pm** **WunderbarGerman Music at SXSW 2011**
lunch
Parkside Restaurant / 301 East 6th St.
Tobias Thomas, Schlachthofbronx, Brandt Brauer Frick, Special Guest: FM Belfast
- 12 - 5pm** **Warner Bros. Records Party**
tacos, beer, mararitas
Hotel St. Cecilia / 112 Academy Dr.
Ximena Sarinana, Jessica Lea Mayfield, Surfer Blood, Belle Brigade, Gary Clark, Jr.
- 12 - 5pm** **BAAM.tv Presents Hollerado’s Nacho House @ SXSW 2011**
nachos, drinks and prizes
The Beauty Bar / 617 East 7th St.
Inside Stage: 12pm Palmbomen, 1pm Superhumanoids, 2pm The Moondogs, 3pm The Ferocious
Few, 4pm Hollerado, 5pm Mr. Heavenly; Outside Stage: TBA
- 12 - 5pm** **HBO presents Treme, a Special SXSW Day Party**
Cajun Food
The Ghost Room / 304 West 4th St.
Dirty Dozen Brass Band, Dancingman 504, Pine Leaf Boys, Henry Butler, and Big Chief Monk
Boudreaux
- 12 - 5pm** **“The Yay or Nay is Better than Yours” SXSW Official Launch**
boiled crawfish and Corona Light
District 301 / 301 West 6th St.
DJ NVS, DJ Hella Yella, Get Cryphy, Fashen, Jerome Baker III
- 12 - 5pm** **Unburied Treasure**
drinks?
Gypsy / 1504 E. 6th St.
The Parltones, The Rouge, Slow Motion Centerfold, The Hundred Days, Hands
- 12 – 6pm** **Full Metal Texas 2011**
beer?
Emo’s Main Room and Emo’s Jr. / 603 Red River St.
outside: The Red Chord 5:10pm, The Word Alive 4:10pm, Upon A Burning Body 3:15pm, Letlive
2:30pm, Elysian Fields 1:45pm, Better Left Unsaid 1:00pm, contest winner 12:15pm
inside: Yob 5:00, Trap Them 4:05pm, Hull 3:10pm, Kvelertak 2:20pm, Rwake 1:35pm, All Pigs Must
Die 12:50pm, Goes Cube 12:05pm
- 12 - 6pm** **Moby’s Vegan BBQ Party**
food
Cheer Up Charlie’s / 1104 East 6th St.
STAGE 1 (DJs): 12.00-1.00 Franki Chan, 1.00-2.00 Chateau Marmont, 2.00-3.00 RAC djs, 3.00-4.00
Egyprtrixx, 4.00-5.00 Database, 5.00-6.00 Skrillex, 6.00-7.00 Moby; STAGE 2 (Bands): 12.00-1.00
James Yuill, 1.00-2.00 Home Video, 2.00-3.00 Class Actress, 3.00-3.45 Jeffrey Jerusalem, 3.45-4.15
Teen Daze, 4.15-5.00 The Glass, 5.00-6.00 French Horn Rebellion



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- 12 - 6pm** **JanSport presents Under the Radar SXSW 2011 Party**
beer?
Flamingo Cantina / 515 East 5th St.
12pm Violens, 12:45 The Dodos, 1:35 Yuck, 2:25 TBA, 3:15 Lord Huron, 4:05 The Dears, 5pm Atlas Sound
- 12 - 6pm** **One and Done Local Throw Down!! (Wahoo's & Front Gate Tickets)**
tacos, beer
Hudson's Parking Lot / 1800 South Congress Ave.
12-12:40 Eagle Eye Williamson, 1-1:40 Country Mice, 2-2:40 Dan Dyer, 3-3:40 Rival Sons, 4-4:40 Diego's Umbrella, 5-5:40 Morning Teleportation
- 12 - 6pm** **The Artery Foundation SXSW Showdown 2011**
beer?
Red 7 / 611 E. 7th St.
Indoor Stage: 12:45-1:05 Close to Home, 1:20-1:40 I Declare War, 1:55-2:15 For All Those Sleeping, 2:30-2:50 Woe, Is Me, 3:05-3:25 Sleeping with Sirens, 3:40-4pm Isetmyfriendsonfire, 4:15-4:40 lwrestledabearonce, 4:55-End Ciodos; Outdoor Stage: 12:30-12:50 The Amity Affliction, 1:05-1:30 Chelsea Grin, 1:45-2:10 In Fear and Faith, 2:25-2:50 Of Mice & Men, 3:05-3:30 Miss May I, 3:45-4:15 Dance Gavin Dance, 4:30-5pm Whitechapel, 5:15-End Asking Alexandria
- 12 - 6pm** **The Hook Up! A Queer-Friendly Sex Positive chance 2 Get Down & Hook Up!**
Zandunga Mexican food, Buddha's Brew Kombucha, Juicebox Maté and libations, raffles
12pm DreamBoat Crusaderz//Disco Tits, 1pm Traffique/Mos Jeff, 2pm ELVIS//Stanley "Fantasy" Roy, 3pm Fndomntl/Shyvonne//DYX, 4pm Zuzuka Poderosa, 5pm Kingdom//Shane Shane!, 6pm Hunx and His Punx//DJ Dirty Finger
- 12 - 6pm** **Texas Tornado at South by Southwest**
drinks?
Rusty Spurs / 405 East 7th St.
Inside: 12:30 The Chapin Sisters, 1:30 Shayna Zaid & The Catch, 2:30 Robbers on High Street, 3:30 Headless Horseman, 4:30 Voxhaul Broadcast, 5:00 Augustana; Outside: 1pm The Madison Square Gardeners, 2pm David Berkeley, 3pm Brooke Fraser, 4pm The Stone Foxes, 5pm The New Mastersounds
- 12 - 6pm** **Midriff Records/Liberty and Union Recording Co. Day Party**
CD giveaways and free stuff
Momo's / 618 West 6th St. #200
These United States, The Beatings, Baby Baby, Louder My Dear, Eldridge Rodriguez, Kingsley Flood, Get Help, Greg Lyon, Dallas Higgins
- 12 - 6pm** **Twangfest**
drinks?
Jovita's / 1617 S. 1st St.
inside: 12:00 Someone Still Loves You Boris Yeltsin, 1:00 Viva Voce, 2:00 Ha Ha Tonka, 3:00 The Hobart Brothers, 4:00 Steve Wynn & the Miracle 3, 5:00 The Baseball Project
outside: 12:30 Strand of Oaks, 1:30 Pretty Little Empire, 2:30 Great Lake Swimmers, 3:30 Zoe Muth and the Lost High Rollers, 4:30 Marianne Dissard
- 12 - 6pm** **Trumer Pills Afternoon Social with DVS Shoes and Matix Clothing**
beer?
Klub Krucial / 614 East 6th St.
12-12:30 Dry River Yacht Club, 12:45-1:15 Robbers on High Street, 1:30-2pm Tahiti 80, 2:15-2:45 Gun Runner, 3-3:30 The Lonely Forest, 4-4:30 Maren Parusel, 4:45-5:15 Honeymoon Thrillers, 5:30-
- 12 - 6:30pm** **Express Rocks! The Music Lounge**
Food, cocktails by UV Vodka and Asahi Beer, media lounge
Cedar Door / 201 Brazos St.
Express Rocks! And BMI Live Stage: 12:30-12:50 Sleeper Agent, 2:10-2:30 Midnight Riot, 2:50-3:10 Jukebox the Ghost, 3:30-3:50 Cisco Adler and the Pigeons, 4:10-4:30 Kerli, 4:30-4:50 Mia Moretti and Caitlin Moe, 4:50-5:10 Neon Hitch, 5:30-5:50 Semi Precious Weapons, 6:10-6:30 Neon 6pm Living Things
- 12 - 6pm** **Buzzgrinder's 10th Anniversary Party**
beer?
Valhalla / 710 Red River St.
12pm The Seedy Seeds, 12:45 We Are Hex, 1:30 Family History, 2:15 Now, Now, 3pm J Roddy Walston and the Business, 3:45 Colour Revolt, 4:30 Savoir Adore, 5:15 These United States
- 12 - 6:30pm** **MTV thing**
Red River Parking Garage / 800 Red River St.
MTV Garage Main Stage Line-Up: 12:30 Theophilus London, 1:30 Foster the People, 2:30 Tinie Tempah, 3:30 Friendly Fires, 4:30 Kids of 88, 5:30 Matt & Kim
MTV Garage Hype Stage Line-Up: 1:10 Hell & Lula, 2:10 Locksley, 3:10 Atlantic Line, 4:10 Atlantic Connection, 5:10 New Cassettes



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- 12 - 7pm** **France Rocks Austin 2011**
 food, beer, wine, champagne, and giveaways
 West Tent, Brush Square Park / 409 East 5th St.
 12pm Marianne Dissard, 1pm The Inspector Cluzo, 2pm Revolver, 3pm We Are Infant Terrible, 4pm
 Chateau Marmont, 5pm Tahiti 80, 6pm Mustard Pimp
- 12 - 7pm** **Paperboat Music/Harris Radio Showcase**
 Betsy's Bar / 301 West 6th St.
 12pm Jeremiah Birnbaum's Electric Shoes, 12:40 Wakey! Wakey!, 1:20 Pearl and the Beard, 2pm
 Haley Bonar, 2:40 Danny Malone, 3:20 Buddy, 4pm Cowboy & Indian, 4:40 Jenn Grant, 5:20 Kacy
 Crowley, 6pm The Sour Notes
- 12 - 7pm** **Waterloo Records SXSW Day Parties**
 beer?
 Waterloo Records / 600 N. Lamar Blvd.
 12pm Naked and Famous, 1pm The Greenhornes, 1:30pm Toro Y Moi, 2pm Generationals, 3pm
 Jessica Lea Mayfield, 4pm Royal Bangs, 5pm Black Joe Lewis, 6pm Wye Oak
- 12 - 7pm** **Baeble Music Takes On Texas**
 drinks?
 The Phoenix / 409B Colorado St.
 1,2,3, Young Empires, An Horse, Jamie Woon, The Submarines
- 12 - 8pm** **Fader Fort by Fiat**
 drinks
 Pine Street Station (aka Fader Fort) / 1101 E. 5th St.
 1:05pm Macklemore & Ryan Lewis, 1:30 Givers, 2:15 The Answering Machine, 3pm Young Buffalo,
 3:45 Those Dancing Days, 4:30 Tinie Tempah, 5:15 Mazes, 6pm The Chain Gang of 1974, 6:45
 Esben and The Witch, 7:20 Mac Miller, 7:35 Wiz Khalifa; DJ Sets: 1-3pm Ghe20 Gothik: Iceberg
 Venus X, Shayne & Physical Therapy, 3-5pm Creep, 5-8pm Laurel Halo
- 12 - 8pm** **South by San Jose**
 food and beer
 Hotel San Jose Parking Lot / 1316 South Congress Ave.
 The Black Angels, Alejandro Escovedo, White Denim and more
- 12 - 9pm** **Mike Galaxy Presents 12th Annual Day Party**
 food?
 Guero's / 1412 South Congress Ave.
 12pm Hungry Kids of Hungry, 1pm Keaton Simons with Conor Flynn, 2pm Cowboy and Indian, 3pm
 American City, 4pm Operator Please, 5pm Queen Sea Big Shark, 6pm Sabrosa Purr, 7pm We Are
 Hex, 8pm Loyal Divide, 9pm The Good Natured
- 12 - 9pm** **Sin City's Cosmic American Roadshow – 9th Annual BIG Austin Bash**
 burritos and beer
 Maria's Taco Xpress / 2529 S Lamar Blvd.
 12-12:20 American Aquarium, 12:35-12:55 The Small Ponds w. Caitlin Cary from Whiskeytown, 1:10-
 1:30 Wagons, 1:45-2:05 Chris Gates & Gatesville, 2:20-2:40 Leroy Powell & Messengers, 2:55-3:15
 Mike Stinson, 3:30-3:50 The Mighty Stef, 4:05-4:25 Maxim Ludwig & The Santa Fe Seven, 4:40-5pm
 Tim Easton, 5:15-5:35 Stonehoney, 5:50-6:10 SHurman, 6:25-6:45 Ponderosa, 7pm-7:20 Deadman,
 7:35-7:55 Keith Gattis, 8:10-8:30 Jesse Dayton, 8:45-9:05 Michael Des Barres
- 12 - 10pm** **IFC Crossroads House**
 continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone/laptop charging stations, photo booth
 IFC Crossroads House / 612 Brazos St.
- 12 - 10pm** **Dog & Duck's 21st Annual St. Patty's Day Celebration**
 beer?
 The Dog & Duck Pub / 406 W. 17th St.
 12:00 THE CAPITOL CITY HIGHLANDERS, 12:45 JEENNA AND THE BAND OF BROTHERS, 1:15
 THE BLACK IRISH, 2:15 SEAN ORR AND BLACK DAGGER, 3:15 ED MILLER AND RICH
 BROTHERTON, 4:45 THE CAPITOL CITY HIGHLANDERS, 5:00 PETE AND THE PIRATES, 6:00
 PINATA PROTEST, 7:00 THE BREMEN RIOT, 8:00 THE MINUS 5, 9:15 IAN McLAGAN & THE
 BUMP BAND
- 12 - 10pm** **Treehouse Diddly**
 drinks
 Cheers Shot Bar / 416 E. 6th St.
 Noon Conspiracy of Owls, 12:45 Leslie Stevens, 1:30 Eastern Conference Champions, 2:15 Nicki
 Bluhm and the Gramblers, 3:00 Barr Brothers, 3:45 Mark Eitzel with Members of American Music
 Club, 4:30 Bobby Long, 5:15 Generationals, 6:00 Herman Dune, 6:45 The Library, 7:30 Sea of
 Bees
- 1 - 4pm** **End Of An Ear Instores**
 beer?
 End Of An Ear / 2209 S. 1st St.
 1pm Withered Hand, 2pm Carsick Cars, 3pm TBA, 4pm Delorean



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- 1 - 6pm** **SXSW at the W**
tequila?
Terrace @ The W Austin / 200 Lavaca St.
TBA
- 1 - 7pm** **Music By The Slice 2011**
beer?
Homeslice Pizza / 1415 S. Congress Ave.
1pm The Boxer Rebellion (acoustic), 1:35 TBA, 2:20 Fredrick, 2:55 The Wooden Birds, 3:30 Apex Manor, 4:05 Typhoon, 4:40 Ivan & Alyosha, 5:15 Great Lake Swimmers, 5:50 American Music Club, 6:25 Trampled by Turtles
- 1pm - 2am** **Creme de la Crème**
tequila
Malverde / 400 West 2nd St.
American Royalty, Evaline, Goldheart Assembly, Hank & Cupcakes, Hoodie Allen, Lexicon Don, Macklemore, New Look, Penguin Prison, Pepper Rabbit, Rich Aucoin, The Knocks, TV Girl, Typhoon, White Apple Tree, Classixx, Codebreaker, Didi from Brazilian Girls, Gun Selectah, Jeffrey Jerusalem, Punches, Still Going, The Glass, Woolfy
- 2 - 5pm** **British Music SXSW 2011**
drinks
The British Music Embassy, Latitude / 512 San Jacinto
Belfast Rocks
- 2 - 6pm** **DMX at SXSW**
Volstead Lounge / 1500 East 6th St.
food by Coreano's, beer
Toro Y Moi, Daedelus and Dale Earnhardt Jr. Jr. and giveaways
- 2 - 8pm** **The Purevolume.com House**
drinks
The Purevolume.com House / 504 Trinity St.
2pm Neon Hitch, 3pm Eliza Doolittle, 4pm Miguel, 5pm Oh Land, 6pm Crystal Bowersox, 7pm Infinity Spaceship (Live Band Karaoke)
- 2 - 10pm** **The Lonely Hearts Club at SXSW**
Vitamin Water and giveaways
Uncorked / 900 East 7th St.
2pm The Seedy Seeds, 2:30 Rich Aucoin, 3pm Deer Bear, 3:30 Campfire OK, 4pm The Loom, 4:30 Chris Betts (Comedian), 5pm Little Tybee, 5:30 Strand of Oaks, 6pm Alcoholic Faith Mission, 6:30 Cody, 7pm Alyson Greenfield, 7:30 Tea Cozies, 8pm Midtown Dickens, 8:30 Black Whales, 9pm Callmekat, 9:30 The Sour Notes
- 3pm - 1am** **Dickies Sounds at SXSW**
tacos
Lustre Pearl / 97 Rainey St.
Live Poster Printing, Good 'Ol Taco Truck
3pm We Barbarians, 4pm The Naked and Famous, 5pm The Head and the Heart, 6pm GIVERS, 9pm Nive Nielsen & the Deer Children, 10pm DeVotchka, 11pm Phantogram, 12 am Cold War Kids
- 5pm - 2am** **Village Voice Media & Frank 151 present The Showdown at SXSW 2011**
drinks, food
Austin Music Hall / 208 Nueces St.
Wu -Tang Clan, Fishbone, Erykah Badu DJ Set, YelaWolf, Trae Tha Truth, Marz Lovejoy, Rocky Business, Trouble Andrew, Wild Flag, Ume
- 9pm - 2am** **RubyHornet.Com presents Digital Freshness**
drinks
Peckerhead's / 402 East 6th St.
Yelawolf, Blu, Raka, Cyhi Da Prynce, DJ Babu, Dkyzoo, Stalley, Outasight, CurT@!n\$, Esso, El Prez, Scheme, YP, ViP J, DJ RTC, Kids These Days
- 10pm - 2am** **Supercalifragilisticexpialidocious Week (Couch Professor NIGHT Parties)**
drinks
Chupacabra Cantina / 400 East 6th St.
10pm Blue King Brown, 11pm The Elwins, 12am Chamberlin, 1am Wolf and Cub
- 11pm - 4am** **The Purevolume.com House**
drinks
The Purevolume.com House / 504 Trinity St.
12am The Limousines, 1am The Dears, 2am The Bravery, 3am Innerpartysystem
- 11pm - 4am** **C3 Annual Late Night Party**
food, drinks
The Whitley Building / 301 Brazos St.
Duran Duran



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Friday, March 18th

- 10:30am - 6pm** **SpokesBUZZ Fort Collins**
food, drinks
The 512 / 408 E 6th S
Head for the Hills, Stella Luce, The Nu Classics, Honey Gitters, Wire Faces, Fierce Bad Rabbit, Peace Officer, Musketeer Gripweed, Lindsey O'Brien, Constitution, Danielle Ate The Sandwich
- 11am-4pm** **The Alternative Apparel Café**
food, cocktails by UV Vodka, Asaki beer and The Macallan Single Malt Scotch Whisky
Moonshine Bar & Grill / 303 Red River St.
Media and Interview Lounge
- 11am - 7pm** **Overtone Day Party**
drinks?
J. Black's / 710 W. 6th St.
Whiskey Folk Ramblers, Dolorean, the Orbans, Kentucky Knife Fight, Luke Wade & No Civilians, the O's, Smile Smile, Dovetail, Alex Rhodes, DJs Datahowler and Son of Stan.
- 11:30am - 5:30pm** **Sonicbids' Official SXSW Party**
drinks?
Maggie Mae's / 323 East 6th St.
The Jezabels, Hungry Kids of Hungary, Eastern Conference Champions, For a Minor Reflection, Sacred Animals, Black Atlantic, The Seedy Seeds, Said the Whale, Filligar, Gold Motel, Dikta
- 11:30am – 6pm** **Filter Magazine' "Culture Collide 2011"**
drinks, BBQ
Cedar Street Courtyard / 208 W. 4th St.
1130am-Marit Larsen , 12pm Maps & Atlases, 1pm Luke Rathborne, 2pm The Belle Brigade, 3pm Weekend, 4pm Phantogram, 5pm Surfer Blood
- 12 - 4pm** **Rolling Stone Magazine Party**
drinks?
La Zona Rosa / 612 West 4th St.
12pm Jason Isbell and the 400 Unit, 1pm Jessica Lea Mayfield, 2pm Dawes, 3pm Nicole Atkis, 4pm Hayes Carl
- 12 - 5pm** **BAMM.tv Presents "No Badge, No Prob" Music Showcase @ SXSW 2011**
drinks and prizes
The Palm Door / 401 Sabine St.
12pm Kelly McFarling, Sioux City Kid & the Revolutionary Ramblers, and Con Brio, 1pm The Flashbulb, 2pm Jukebox the Ghost, 3pm Hottub, 4pm Wallpaper, 5pm The Stone Foxes
- 12 - 5pm** **The 5th Annual Morning After Party presented by Front Gate Tickets**
brunch tacos, Bloody Marys, beer
Front Gate Tickets parking lot / 1711 South Congress Ave.
12pm Hoots & Hellmouth, 1pm Bobby Long, 2pm Eli Paperboy Reed, 3pm Miami Horror, 4pm Beats Antique
- 12 - 5pm** **Under the Radar Magazine**
beer?
Flamingo Cantina / 515 E 6th St.
12pm Porcelain Raft, 12:45 Hooray for Earth, 1:35 Owen Pallett, 2:25 Surfer Blood, 3:15 Telekinesis, 4:05 Menomena, 5pm Okkervil River
- 12 - 5:30pm** **Frye Day powered by Fontana**
drinks, food?
Speakeasy / 412D Congress Ave.
12:00pm-12:25pm The One AM Radio, 12:40pm-1:05pm Those Dancing Days, 1:20pm-1:45pm Agnes Obel, 2:00pm-2:25pm Mother Mother, 2:40pm-3:05pm James Vincent McMorrow, 3:20pm-3:55pm City & Colour, 4:10pm-4:45pm World Party (w/ surprise guests)
- 12 – 5:30pm** **SxSeattle**
drinks?
Copa Bar & Grill / 217 Congress Ave.
Emp Main Stage: 12pm Campfire OK, 12:45 Black Whales, 1:30 The Globes, 2:15 Wild Orchid Children, 3pm The Young Evils, 3:45 Fences, 4:30 Macklemore & Ryan Lewis; Inside Stage: 12:30 The Redwood Plan, 1:15 Tea Cozies, 2pm Secret Seattle Surprise! 2:15 Ravenna Woods; Hip-Hop Showcase: 3pm Sol, 3:25 Fatal Lucciauno, 3:50 State of the Artist, 4:15 D. Black, 4:15 Grieves w/Budo, 5:05 The Physics
- 12 – 5:30pm** **Redeye SXSW Party 2011**
drinks?
The Dirty Dog / 505 E. 6th St.
12:00 The Globes, 12:40 Boats, 1:20 Erland & The Carnival, 2:00 Terror Pigeon Dance Revolt, 2:40 The Death Set, 3:20 Le Butcherettes, 4:00 Jukebox the Ghost, 4:40 Gypsyblood



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- 12 – 6pm** **SPIN Party**
BBQ, beer
Stubb's / 801 Red River St.
TV On The Radio, The Kills, OMD, The Vaccines, Off!, Smith Westerns, MNDR, Young The Giant, DOM, Electric Child
- 12 – 6pm** **Sneak Attack Media/The Vinyl District/Luv Luv Luv Records SXSW Party**
food
Clive / 609 Davis St.
12:30 Sean Rowe, 1:15 Saadi, 2:00 Babeshadow, 2:45 Only Son, 3:30 Craig Wedren (Shudder To Think), 4:15 Hanni el Khatib, 5:00 Nicole Atkins
- 12 - 6pm** **D'Addario/Wing House Studios presents Hollywood to Austin**
BBQ, drinks, guitar strings, drumheads
Rusty Spurs / 405 E 7th St.
The Dears, The Mother Truckers, The Strip Miners, The Tender Box, The Eulogies, The Fling, The Mastersons, AM, The Rocket Boys, Dynamite Walls, The Novacaines, Scattered Hamlet, Angie Mattson, Avian Sunshine, Ill Pastel, The New Regime
- 12 – 6pm** **End Of An Ear Instores**
beer?
End Of An Ear / 2209 S. 1st St.
12pm Veronica Falls, 1pm Pop. 1280, 2pm Slug Guts, 3pm Cult of Youth, 4pm Gary Wilson, 5pm TBA
- 12 - 6pm** **My Old Kentucky Blog presents: The Glitter Taco Smoosh Party atSXSW**
Taco Cabana Tacos and drinks
Peckerheads / 402 East 6th St.
Das Racist, Asobi Seksu, No Joy, Keepaway, Still Corners, Headless Horseman, Burnt Ones, Andy D, We Are Hex, Turbo Fruits, Dominique Young Unique, Carol Bui, Pujol, EMA, BRAHMS, and Jones Street Station
- 12 - 6pm** **Rhapsody Rocks Austin 2011**
Jeremiah Weed Roadhouse Tea and Red Stripe Light
Club de Ville / 900 Red River St.
Deerhunter, Glasser, Small Black, Kurt Vile and the Violators, Ty Segall and DJ \$mall çhange (dj set)
- 12 - 6pm** **Andrew WK's Death Match Day Party**
PBR
Scoot Inn / 1300 E. 4th St.
Pentagram, Odd Future, Das Racist, Green & Wood, Killer Mike, Sweet Apple, Fang Island, Danny Brown, Balance and Composure
- 12 - 6pm** **Stag's Rock and Roll Circus**
drinks?
Zax Restaurant and Bar Patio / 312 Barton Springs Rd.
12-12:30 The Young Evils, 12:45-1:15 Kasey Anderson & The Honkies, 1:30-2pm Shelby Earl, 2:15-2:45 New Roman Times, 3-3:30 Brite Futures (Natalie Portman's Shaved Head), 3:45-4:15 STAG, 4:30-5 Cobirds Unite (with Maggie Bjorklund), 5:15-5:45 James Apollo
- 12 - 6pm** **Texas Tornado at South by Southwest**
drinks?
Red Eyed Fly / 715 Red River St.
Inside: 12:10 Shayna Zaid and the Catch, 12:50 The Forms, 1:30 My Cousin, The Emperor, 2:05 The Silent Comedy, 2:50 Vanaprasta, 3:30 Hugo, 4:15 Lenka, 5:05 A Silent Firm; Outside: 12:30 We Are Hex, 1:10 Frankie & The Heartstrings, 1:50 Purple Melon, 2:30 Taylor Locke & The Roughs, 3:10 Viva City, 3:50 Deluka, 4:35 Big Rock Candy Mountain, 5:20 Deep Dark Robot
- 12 - 6pm** **The Express Rocks! Music Lounge**
Food, cocktails by UV Vodka and Asahi Beer, media lounge
Cedar Door / 201 Brazos St.
Ellie Goulding, Ha Ha Tonka, Atomic Tom, Olof Arnalds, Sam Amidon and more.
- 12 - 6pm** **The Onion AV Club's March into Softness SXSW Party**
drinks?
The Mohawk / 912 Red River St
Outside: 12pm Small Sins, 1pm Gentleman Jesse and His Men, 2pm Ted Leo, 3pm Wye Oak, 4pm Sharon Van Etten, 5pm Baths; Inside: 12:15pm No Joy, 1:15 pm Tristen; 2:15pm An Horse, 3:15pm Maritime, 4:15 pm Chikita Violenta, 5:15pm Low
- 12 - 6pm** **The Windish Agency's 6th Annual Austin Day Party**
beer?
Emo's / 603 Red River St
Braids, Cults, Chain Gang of 1974, Esben and the Witch, Foster The People, Friendly Fires, Givers, The Naked And Famous, Toro Y Moi, Twin Shadow



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- 12 - 6pm** **Vanguard and Sugar Hill Records SXSW Showcase**
Hansen's Sodas and full backpack giveaways
The Belmont / 305 West 6th St.
Matt Nathanson, The Gourds, Stephen Kellogg & The Sixers, Nick 13 (of Tiger Army), Brian Wright and Daphne Willis
- 12 - 6pm** **Burnside Distribution Day Party**
beer?
Threadgill's / 301 W. Riverside Dr.
12:00 Fernando, 12:45 Casey Neill & The Norway Rats, 1:30 Brent Amaker & The Rodeo, 2:15 Patrick Sweaney, 3:00 The Shinyribs, 3:45 The Lucky Tomblin Band, 4:45 Colin Gilmore, 5:30 Massy Ferguson
- 12 - 6pm** **The Small Stone Records Day Party @ SXSW 2011**
beer?
Headhunters / 720 Red River St.
12pm House of Broken Promises, 1pm Suplecs, 2pm Tia Carrera, 3pm Magnet School, 4pm Lo-Pan, 5pm The Might Cloud
- 12 - 6pm** **Merchnow/Shirts for a Cure Day Party**
shirts?
Red 7 / 7 Red River St.
In Fear and Faith, Motionless in White
- 12 - 7pm** **Requiemme Mgmt and DevilDolls Booking Day Party**
beer?
Aquarium / 403 East 6th St.
12-12:30 Smokehouse Gamblers, 12:45-1:15 Strange Vine, 1:30-2pm The Fling, 2:15-2:45 The Hot Moon, 3-3:30 Gun Runner, 3:45-4:15 Maren Parusel, 4:30-5:15 Black Heart Procession, 5:30-6pm The Biters, 6:15-7pm Jesse Malin & The St. Marks Social
- 12 - 7pm** **The Meat Puppets' 2nd Annual High Tea For Twits**
beer?
The Dog & Duck Pub / 406 W. 17th St.
12:00 THE FLEDGLINGS, 12:20 DAYLIGHT TITANS, 1:00 EMILY LONG, 1:40 SALLY CREWE AND THE SUDDEN MOVES, 2:20 ETHAN AZARIAN, 3:00 DOUG GILLARD, 4:00 MOONLIGHT TOWERS, 4:45 HICKOIDS, 5:30 THE SERVICE INDUSTRY, 6:15 MEAT PUPPETS
- 12 - 7pm** **Broken Teeth Unofficial SXSW 2011 Showcase**
beer?
Silhouette / 718 Congress Ave
Broken Teeth
- 12 - 7pm** **Music for Listeners**
drinks
Red House Pizzeria / 1917 Manor Rd.
12pm Kid Canaverl, 1pm Frankie & The Heartstrings, 2pm The Answering Machine, 3pm Generationals, 4pm Floating Action, 5pm Jonquil, 6pm A Classic Education, 7pm Bombay Bicycle Club
- 12 - 7pm** **Waterloo Records SXSW Day Parties**
beer?
Waterloo Records / 600 N. Lamar Blvd.
12pm Moondoggies, 1pm Dum Dum Girls, 2pm Joy Formidable, 3pm La Sera, 3:30 Pains of Being Pure at Heart, 4pm Oh Land, 5pm ...Trail of Dead, 6pm Cloud Nothings
- 12 - 7pm** **Baeble Music Takes On Texas**
drinks?
The Phoenix / 409B Colorado St.
Matt Nathanson, Suuns, Rural Alberta Advantage, The Boxer rebellion, Datarock
- 12 - 8pm** **Fader Fort by Fiat**
drinks
Pine Street Station (aka Fader Fort) / 1101 E. 5th St.
1:30pm Carsick Cars, 2:15 Frankie & The Heartstrings, 3pm Caveman, 3:45 Wolf Gang, 4:30 Brother, 5:15 Ellie Goulding, 6pm Smith Westerns, 6:45 Odd Future, 7:30 Matt & Kim; DJ Sets: 1-3pm Awesome Tapes from Africa, 3-5pm Kingdom, 5-8pm Brenmar
- 12 - 8pm** **South by San Jose**
food and beer
Hotel San Jose Parking Lot / 1316 South Congress Ave.
The Black Angels, Alejandro Escovedo, White Denim and more
- 12 - 8pm** **Standard Recording Co. presents Commodore Van Keepsie's Craftacular Music Carnivale!**
T-Shirts
Gypsy Lounge / 1504 East 6th St.
Jon Keller, Sleeping Bag, David Darsten Daniels & The Polyglottal Handclaps, Church Shoes, Asleep, Thunderhawk, Haley Bonar, Jascha, Heligoats, Slothpop, Deadbeats, Art vs. Science



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- 12 - 9pm** **Sin City Social Club's 9th Annual Day Party**
beer?
Maria's Taco Xpress / 2529 S Lamar Blvd.
Deadman, Maxim Ludwig & The Santa Fe Seven, Stonehoney, Michael Des Barres, Mike Stinson,
- 12 - 10pm** **IFC Crossroads House**
continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone/laptop charging stations, photo booth
IFC Crossroads House / 612 Brazos St.
- 12 - 10pm** **Frenchie Smith Records & 1Percent Showcase**
food?
Guero's / 1412 South Congress Ave.
12:15pm Dead Leaf Echo, 1pm Colourmusic, 1:45 Living Days, 2:30 My Education, 3:15 Scorpion
Child, 4pm Death Letters, 5pm Fake Your Own Death, 6pm Smoke & Feathers, 7pm SPEAK, 8pm
The Boxing Lesson, 9pm *special guests*
- 12 - 10:30pm** **Treehouse Diddly**
drinks
Cheers Shot Bar / 416 E. 6th St.
Noon Old Glorys, 12:45 Naomi Greenwald , 1:30 Jesse Malin and the St Marks Social , 2:15 Surprise
Me Mr. Davis, 3:00 Floating Action , 3:45 David Dondero , 4:30 The Moondoggies , 5:15 WJ and the
Sweet Sacrifice, 6:00 Eddie Spaggett, 6:45 We Barbarians, 7:30 Royal Bangs, 8:15 Jon Langford &
Skull Orchestra, 9:00 Incan Abraham , 9:45 The National Reserve
- 12noon - 2am** **Mexican Summer x Gorilla vs. Bear: SXSW 2011 Showcase**
beer
Klub Krucial / 614 E 6th St
Nite Jewel, Tamaryn, Games, Toro Y Moi, Puro Instinct, No Joy, Lower Dens, Shabazz, Palaces,
White Denim, Cass McCombs, The Fresh & Onlys, Star Slinger, The Soft Moon, Lia Ices, Grimes,
The Samps, Ford & Lopatin, DJ Sober, The Vacant Lots, Brain Idea
- 12:30 - 2pm** **British Music SXSW 2011**
drinks
The British Music Embassy, Latitude / 512 San Jacinto
PRS for Music's BMA Brunch
- 1 - 6:30pm** **The Smoking Section x SMKA x Fadia Kader x iluvlola**
food/drinks
Light Bar/408 Congress Ave.
TBA
- 1 - 7pm** **Music By The Slice 2011**
beer?
Homeslice Pizza / 1415 S. Congress Ave.
1pm Versus, 1:35 Lost in the Trees, 2:20 Still Corners, 2:55 Lord Huron, 3:30 Kopecky Family Band,
4:05 The Cave Singers, 4:40 Someone Still Loves You Boris Yeltsin, 5:15 Sea of Bees, 5:50 Thao
and The Get Down Stay Down, 6:25 Rural Alberta Advantage
- 1 - 7pm** **The Everloving Party at SXSW**
beer
Design Within Reach / 200 W. 2nd St.
1:30 Vacant Lots, 2:10 Light Pollution, 2:50 Herman Dune, 3:30 Adanowsky, 4:10 Shannon and the
Clams, 4:50 Ebony Bones, 5:30 The Growlers, 6:30 Hanni El Khatib
- 1 - 10pm** **SXSW at the W**
tequila?
Terrace @ The W Austin / 200 Lavaca St.
TBA
- 2pm - 4am** **The Purevolume.com House**
drinks
The Purevolume.com House / 504 Trinity St.
2pm The Indecent, 3pm Kitten, 4pm Eisley, 5pm Special Guest, 6pm Kerli, 12am Clock Opera,
12:45am Baths, 1:30am Jonquil, 2:15am Jamie Woon, 3am Mount Kimbie
- 2 - 10pm** **The Lonely Hearts Club at SXSW**
Vitamin Water and giveaways
Uncorked / 900 East 7th St.
2pm Golden Ages, 2:30 Diamond Center, 3pm Little Red, 3:30 Freedom or Death, 4pm Little Tybee,
4:30 Laura Stevenson & The Cans, 5pm Bear Driver, 5:30 Letting Up Despite Great Faults, 6pm
Xylos, 6:30 Shad, 7pm Chris Betts (Comedian), 7:30 Panic Bomber, 8pm Team Genius, 8:30
Midwest Dilemma, 9pm The Smiles, 9:30 Viva City
- 3pm - 12mid** **We Are Columbus - Ohio By Southwest**
food/drink
Treehouse/501 E 6th St
Mike Wojniak, Joshua P. James, Joey Hebdo, Kenny Caterer, Phillip Fox Band, Slick City Ramblers,
G.Finesse and N.S., Floorwalkers, Andy Shaw Band, Karate Coyote, The Town Monster



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- 3 - 6pm** **British Music SXSW 2011**
drinks
The British Music Embassy, Latitude 512 San Jacinto
Showcasing Scotland
- 3pm - 12mid** **Bashed n Booze**
beer
Classic Neon/5011 E Cesar Chavez St
3pm-3:40 One4All , 4pm-4:30 Stasis, 4:50-5:20 The Means, 5:40-6:10 Party at Moontower, 6:30-7:00
The Del Vipers, 7:20-7:50 Ready the Messenger, 8:10-8:40 Hell & Lula, 9:00-9:30 Ordet, 9:50-10:30
Grenadier, 10:45-12:00am Will Konitzer (Grand Finale dance party!)
- 3pm - 1am** **Dickies Sounds**
tacos
Lustre Pearl / 97 Rainey St.
Live poster printing, good 'ol taco truck
3 - The Fresh & Onlys, 4 - Alex Winston, 5 - Liam Finn, 6 - Dum Dum Girls, 9 - Noah & the Whale,
10 - Gayngs, 11 - Black Lips, 12mid - Little Dragon
- 4 - 6pm** **U.N.C.L.E. Cocktail Affair #8**
cocktails
Imperia / 310 Colorado St.
- 4 - 6pm** **Hopeless Records and Sub City Non Profit Wine Event**
wine
Cork & Co. / 308 Congress Avenue
- 5 - 10pm** **Burnside Distribution's Independent In Austin**
drinks?
Opal Divine's / 600 W. 6th St.
5:00 Black Whales, 6:00 Jared Mees & The Grown Children, 7:00 Me And My Arrow, 8:00 Idle
Hands, 9:00 Sea Of Bees
- 5:30 - 7pm** **Beady Eye Listening Party**
food, drinks
Mellow Johnny's / 400 Nueces St.
- 6pm - 2am** **Redefine Magazine's House Party**
food/drinks
Wilson Street Cottages/Wilson Street
Turbo Fruits, Night Beats, Brainstorm, Prison, Blood Beach, Prince Rama, Starf---er, Casiokids,
Florene, Unknown Mortal Orchestra, Jeffrey Jerusalem, BRAHM
- 9pm - 12:50am** **1st Annual Starving Artists Colorado Showcase**
food and beer
Peckerhead's / 402 East 6th St.
9pm Air Dubai, 9:25 Take to the Oars, 9:45 Bare Bones, 10:05 American Tomahawk, 10:30 The
Heyday, 10:50 Meg and Dia, 11:20 The Photo Atlas, 11:50 The Epilogues, 12:20 Gatsby's American
Dream, 12:50 Cobraconda
- 10pm - 2am** **Supercalifragilisticexpialidocious Week (Couch Professor NIGHT Parties**
drinks
Chupacabra Cantina / 400 East 6th St.
Snake Skin Prison, Powderburn, Knuckle Sammich, Bayou City Outlaw Band, Yayo, Wellborn Road,
and Black Thorn Halo.

Saturday, March 19th

- 10:30am - 4pm** **Rachael Ray's "Feedback"**
food, drinks
Stubb's / 801 Red River St.
The Bravery, Tapes & Tapes, Fitz and the Tantrums, The Cringe, FreeSol, J Roddy Watson & The
Business, Das Racist, Bob Schneider, Royal Bangs, Charlie Mars, Eli "Paperboy" Reed
- 11am-4pm** **The Alternative Apparel Café**
food, cocktails by UV Vodka, Asaki beer and The Macallan Single Malt Scotch Whisky
Moonshine Bar & Grill / 303 Red River St.
Media and Interview Lounge
- 11am - 5pm** **Swedish Day Party**
food, beer, drinks, t-shirts
Antone's / 213 W. 5th St.
11.45 The Deer Tracks, 12.30 Adam & Alma, 1.15 Hanna Turi, 2.00 Inhotimo, 3.00 The
Refreshments, 4.00 The Soundtrack of Our Lives
- 11am - 6pm** **Filter Magazine's "Culture Collide" 2011**
drinks, BBQ
Cedar Street Courtyard / 208 W. 4th St.
11:00 Indigo Tree, 11:30 Kyst, 12:00 Kamp, 1:00 Scars On 45, 2:00 Those Dancing Days, 3:00
Datarock, 4:00 The Naked And Famous, 5:00 Little Dragon



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- 11:30am – 12mid** **Mess With Texas**
beer?
The East Side Drive-In / 1001 E. 6th St.
The Dead Milkmen, !!!, Odd Future, Surfer Blood, The Dodos, Ted Leo, Thee Oh Sees, Deer Tick, Off!, Screaming Females, The Strange Boys, Fresh & Onlys, Davila 666, Big Freedia, Lemuria, DOM, Esben & The Witch, Devin Theriault, The Growlers, We Barbarians, Ema
- 12 - 4pm** **Rolling Stone Magazine Party**
drinks?
La Zona Rosa / 612 West 4th St.
12pm Beast Make Bomb, 1pm Tennis, 2pm Surfer Blood, 3pm The Joy Formidable, 4pm Ellie Goulding
- 12 – 5pm** **End Of An Ear Instores**
beer?
End Of An Ear / 2209 S. 1st St.
1pm Hardly Art Records: Dizzy Eyes, Colleen Green, Fergus & Geronimo, 3pm Colin Stetson (Constellation), 5pm Awesome Tapes from Africa
- 12 – 5:30pm** **The Aussie BBQ**
drinks, BBQ
Maggie Mae's / 323 E 6th St.
Cloud Control, The Jezabels, Bliss N Eso, Art Vs Science, The Holidays, Boy & Bear, Washington, An Horse, Wolf & Cub, Lenka, Twerps, Andy Clockwise, Hungry Kids of Hungary, The Chevelles, Operator Please and Blue King Brown
- 12 – 6pm** **MOG At The Mohawk**
drinks
The Mohawk / 912 Red River St.
Wild Flag, Twin Shadow, Tuneyards, Smith Westerns, Yuck, Okkervil River, TV on the Radio, Big Boi
- 12 – 6pm** **Bham Goes to SXSW 3**
drinks
Annie's West / 706 W. 6th St.
12:00 The Magic Math, 12:40 The Green Seed, 1:25 The Great Book of John, 2:10 Delicate Cutters, 2:55 The Grenadines, 3:40 Through the Sparks, 4:25 The Gum Creek Killers, 5:15 Vulture Whale
- 12 – 6pm** **Eddie Bauer Presents**
drinks
The Speakeasy / 412D Congress Ave.
12:00 Gustavo Galindo, 12:40 Laura Jansen, 1:20 Andy Grammer, 2:00 Kevin Hammond, 2:40 Washington, 3:20 Gilbere Forte, 4:00 Electric Touch, 4:40 Freesol
- 12 - 6pm** **The Express Rocks! Music Lounge**
Food, cocktails by UV Vodka and Asahi Beer, media lounge
Cedar Door / 201 Brazos St.
Ellie Goulding, Ha Ha Tonka, Atomic Tom, Olof Arnalds, Sam Amidon and more.
- 12 – 6pm** **Twangfest**
drinks?
Jovita's / 1617 S. 1st St.
inside: 12:00 Thao With the Get Down Stay Down, 1:00 Eddie Spaghetti, 2:00 Deano & the Purvs, 3:00 Waco Brothers, 4:00 The Fleshtones, 5:00 Brothers Lazaroff
outside: 12:30 Sean Rowe, 1:30 Caitlin Rose, 2:30 Kentucky Knife Fight, 3:30 Cobirds Unite, 4:30 Freedy Johnston, 5:30 Kasey Anderson
- 12 – 6pm** **Madison House and Front Gate Tickets present Breakfast Beats and Afternoon Treats**
food, drinks
Front Gate Parking lot / 1711 S. Congress Ave.
Keys N Krates, ESKMO, Eliot Lipp, Panic Bomber, Nicodemus, Lance Herbstrong, Lynx, Toubab Krewe, Inspired Flight, Van Ghost, Rival Sons
- 12 – 6pm** **RSLBLOG.com & COAST TO COAST EVENTS presents SMOKE AND SAND Music Showcase**
Red Hook beer
Rusty Spurs / 405 E. 7th St.
Nive Nielsen & The Deer Children, Kasey Anderson, Mieka Pauley, Stereo Telescope, Filligar, Kingsley Flood, The Wandas, Atomic Tom, Hey Rosetta!, The Gallery, McAlister Drive, NOTAR, John Shade, Bodega Girls, The Shondes
- 12 – 6:30pm** **The Hook Up! A Queer-Friendly Sex Positive chance 2 Get Down & Hook Up!**
Zandunga Mexican food, Buddha's Brew Kombucha, Juicebox Maté and libations, raffles
12pm Golden Ages, 1pm Shilpa Ray, 2pm Headless Horsemen//Disco Tits, 3pm Brenmar//Realness, 4pm Shimmering War Choir!//Hard French! w/DJ Carnita & DJ Brown Amy, 5pm SHANE SHANE//CHRISTEENE!, 5:30 Big Freedia & Katey Red//Rusty Lazer, 6:30 Jean Eric
- 12 - 7pm** **Waterloo Records SXSW Day Parties**
beer?
Waterloo Records / 600 N. Lamar Blvd.
12:00 DOM, 1:00 Lonely Forest, 2:00 Meat Puppets, 3:00 Chapel Club, 3:00 Chapel Club, 4:00 Neon Trees, 4:30 J Mascis, 5:00 Hayes Carl, 6:00 Kurt Vile



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- 12 - 8pm** **Fader Fort by Fiat**
drinks
Pine Street Station (aka Fader Fort) / 1101 E. 5th St.
1:30 Lower Dens, 2:15 Cass McCombs, 3pm La Sera, 3:45 Khaira Arby, 4:30 James Blake, 5:15 Trash Talk, 6pm The Cool Kids 6:20 Machine Gun Kelly, 6:35 Killer Mike, 6:55 Curren\$y, 7:20 Spook Mathambo, 8pm Lil' B; DJ Sets: 1-3pm Jamie XX, 3-5pm Ghe20 Gothik: Iceberg Venus X, Shayne & Physical Therapy, 5-8pm Fool's Gold
- 12 - 8pm** **South by San Jose**
food and beer
Hotel San Jose Parking Lot / 1316 South Congress Ave.
The Black Angels, Alejandro Escovedo, White Denim and more
- 12 - 8pm** **The Axis of Audio and Knuckle Rumbler Resent**
beer
Rumbler Lounge / 402 E. 6th St.
The Greenhornes, A Place To Bury Strangers, Astronautalis, Ezra Furman & The Harpoons, Le Butcherettes, Jukebox The Ghost, Hollerado, The Gay Blades, Dirty Ghost
- 12 - 9pm** **Do512 & Shiner Present: "The Big One 2010"**
Shiner beer
Hotel Vegas / 1500 E. 6th St.
?
- 12 - 9pm** **Do512 & Shiner Present: "The Big One 2011" at Hotel Vegas**
Free Drinks from Shiner and Deep Eddy Vodka
Hotel Vegas / East 6th and Onion
12pm The Orbans, 1pm Hanni El Khatib, 2pm Skiggy Rapz, 3pm Beats Antique, 4pm Lance Herbstrong, 5pm Hands, 6pm The Bright Light Social Hour, 7pm The Lines, 8pm Empires, 9pm Special Guest
- 12 - 9pm** **Y'All Wire Presents**
beer?
The Dog & Duck Pub / 406 W. 17th St.
12:00 HUDSON MOORE, 12:45 CHARLIE SHAFTER, 1:30 TWO TONS OF STEEL, 2:15 THE DERAILERS, 3:00 SHINY RIBS, 4:00 KELLY WILLIS, 5:00 THE GOURDS, 6:00 STONEHONEY, 7:00 HILARY YORK, 7:45 THE ASHES
- 12 - 10pm** **IFC Crossroads House**
continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone/laptop charging stations, photo booth
IFC Crossroads House / 612 Brazos St.
- 1 - 7pm** **Music By The Slice 2011**
beer?
Homeslice Pizza / 1415 S. Congress Ave.
6:40 Aesop Rock with Rob Sonic and DJ Big Wiz, 5:50 Shad, 5:15 The Submarines, 4:40 Telekinesis, 4:05 Kimya Dawson, 3:30 Wye Oak, 2:55 Nico Stai, 2:20 Times New Viking, 1:35 Mazes, 1:00 The Twilight Sad
- 2 - 6pm** **Dickies Sounds at SXSW**
tacos
Lustre Pearl / 97 Rainey St.
2:00 Asobi Seksu, 3:00 Pac Div, 4:00 Tapes n' Tapes, 5:00 Okkervil River
- 2pm - 4am** **The Purevolume.com House/Stereogum Last Night Party**
drinks
The Purevolume.com House / 504 Trinity St.
2PM James Vincent McMorrow, 3:30PM Home Video, 2:45PM Brahms, 4:15PM Halos, 5PM Augustana, 6PM Voxhaul Broadcast, 12AM Puro Instinct, 12:45AM Owen Pallet, 1:30AM The Cults, 2:15AM Das Racist
- 6pm - 2am** **Samsung Focus presents Perez Hilton's "One Night in Austin"**
food, drinks by Stoli Vodka
The W Hotel, ACL Live / 310 West 2nd St.
Live Performances
- 11:59pm - 6am** **VICE Kills Texas**
food, drinks
The Starr Building / 111 W. 6th St.
Odd Future, Off!, Thee Oh Sees, DJs Jonathan Toubin, Ben Swank

Sunday, March 20th

- 12 - 10pm** **IFC Crossroads House**
continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone/laptop charging stations, photo booth
IFC Crossroads House / 612 Brazos St.
- 1pm - 4pm** **Pickin' for the Record**
Texas State Capitol



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