

**The SXSW Free List 2010** – updated 3/12/10 **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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**Friday, March 12th**

- 11am - 7pm **SXSW Takes Over IFC**  
Continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone/laptop charging stations, photo booth  
IFC Crossroads House / 612 Brazos St.
- 2 - 6? **Nokia SXSW Party Posse**  
drinks, snacks  
Moonshine / 303 Red River St.
- 6 - 8pm **State of Now – 140 Conference SXSW Cocktail Party**  
cocktails  
Lanai Rooftop Lounge / 422C Congress Ave.
- 6 - 8pm **Music Fest Welcome Dinner**  
drinks?  
Four Seasons Hotel Ballroom / 98 San Jacinto Blvd.
- 8 - 12mid **Official SXSW Interactive Kick-Off, sponsored by Ustream**  
drinks  
Phoenix / 409 Colorado St.
- 8 - 2am **Hive Awards**  
drinks, giveaways  
Red 7 / 611 E. 7<sup>th</sup> St.
- 8 - 2am **Visions**  
drinks  
The Mohawk / 912 Red River St.  
live digital & traditional Painting Performances, International Burlesque Performer Eva Strangelove, Live Music, Beautiful Muses and Fashion by Loves, Mariessa
- 8 - 2am **Pastries and Pasties!** - free with Interactive Badge, \$12 - \$15 without  
cupcakes from Madcakes, Polkadots, The Cupcake Bar  
Emo's / 603 Red River St.  
Kitty Kitty Bang Bang, Jigglewatts, Big Star Burlesque, Dallas' Lollie Bombs
- 8:30pm - 1am **FireFly Fandango Friday**  
Funnel Cake and Firefly Vodka  
Molotov / 719 W 6<sup>th</sup> St.

**Saturday, March 13th**

- 8 - 9:30am **SXSW Social Breakfast**  
food  
Magnolia Café / 1920 S. Congress Ave.
- 11am - 7pm **SXSW Takes Over IFC**  
Continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone and laptop charging stations, and a photo booth  
IFC Crossroads House / 612 Brazos St.  
?
- 2 - 11pm **Mobile Social SXSW 2010**  
drinks, BBQ  
Mellow Johnny's / 400 Nueces St.
- 4 - 7pm **SurveyGizmo**  
drinks  
The Purevolume.com House / 504 Trinity St.
- 6 - 8pm **Mozilla SXSW Happy Hour Party**  
drinks, appetizers  
The Cedar Door / 201 Brazos St.
- 7 - 11:55pm **Diggation LIVE at The Bigg Digg Shindigg**  
beer?  
Stubb's / 801 Red River St.  
The Walkmen

- 8pm – 2am**      **Yeast By Sweet Beast**  
Chain Drive / 504 Willow Street  
\$5 entry  
ST37, Low Red Center, Xathax and Static Storm System
- 8pm – 4am**      **The PureVolume House Presents**  
The Purevolume.com House / 504 Trinity St.  
drinks  
MC Frontalot, Stormtroopers
- 10pm – 2am**      **Happy Cog'aoke**  
Beer?  
The Scoot Inn / 1308 E. 4<sup>th</sup> St.  
karaoke competition and party, celebrity judges, prizes and surprises

**Sunday, March 14th**

- 10 – 11am**      **Adobe SXSW Sunday Brunch**  
brunch  
Adobe Day Stage – Convention Center / 500 East Cesar Chavez
- 11am - 7pm**      **SXSW Takes Over IFC**  
Continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone and laptop charging stations, and a photo booth  
IFC Crossroads House / 612 Brazos St.
- 12 – 2pm**      **Allhat II: Return of the Cattle**  
breakfast tacos, cash bar  
Guero's / 1412 S. Congress Ave.
- 12 – 6pm**      **Film Florida Fish Fry**  
beer?  
The Wave / 408 E. 6<sup>th</sup> St.
- 12 – 6pm**      **9 Silicon Prairie Party hosted by Big Omaha**  
drinks  
Lanai / 422 Congress Ave.
- 12 – 6pm**      **SXSW Block Party**  
drinks  
500 E. Cesar Chavez St.
- 12 – 6pm**      **SXSW Web Awards Pre-Party**  
beer?  
Downtown Hilton – 6<sup>th</sup> floor / 500 E. 4<sup>th</sup> St.
- 12 – 6pm**      **BBA Management & Booking/Fable Records BBQ**  
beer?  
1209 West Oltorf St.  
?
- 12 – 6pm**      **M&S Austin Music Showcase (benefiting Capital Area Food Bank)**  
beer?  
United States Art Authority / 510 W. 29<sup>th</sup> St.  
\$5 or four canned good donation
- 4 – 6pm**      **Cupcake Social**  
cupcakes, kitchenaid mixer raffle  
Tiniest Bar in Texas / 817 West 5<sup>th</sup> Street
- 5 - 8pm**      **Glass Happy Hour**  
swag and beer  
The Ginger Man / 301 Lavaca St.
- 5 - 9pm**      **SXSW Girl + Guy Party hosted kirtsy + Alltop**  
beer, BBQ  
Allen's Boots / 1522 S. Congress Ave.
- 7 – 10pm**      **Austin Social Media Club, KickApps, & Akamai Bar Party**  
complimentary drinks for first 100 RSVP's, drink specials, twitter games  
Hickory Street Café / 800 Congress Ave.
- 7:30 -9:30pm**      **The PopBox Party: Play Nice**  
Apps, snacks and drinks  
Speakeasy Roof Deck / 712 Congress Ave.
- 8 – 10pm**      **Digital LA – SXSW Cocktails**  
Cocktails?  
The Driskill Bar / 604 Brazos St.
- 8pm – 1am**      **PBS & Friends**  
Tex-Mex food, margaritas (free shuttles at the Hilton)  
Austin City Limits @ KLRU Studio  
Nicole Atkins, Band of Skulls
- 8pm - 2am**      **The Barbarian Group &StumbleUpon present Forbidden Frontier! At SXSW**  
drinks?  
The Mohawk / 912 Red River St.  
9pm Woven Bones, 10pm Octopus Project, 11pm Man or Astro-man?, 12mid Flosstradamus



- 8pm – 4am **Geobash**  
drinks  
The Purevolume.com House / 504 Trinity St.  
9pm The Wandas, 10pm McAlister Drive, 12am Shinobi Ninja, 1am Savoy
- 10pm – 1am **MashBash SXSWi**  
3 hour open bar  
Buffalo Billiards / 201 E. 6<sup>th</sup> St.
- 10pm – 1am **Late Night with Cheezburger**  
margaritas, beer, cheeseburgers  
The Cedar Door / 201 Brazos St.  
live karaoke band

### **Monday, March 15th**

- 11am - 7pm **SXSW Takes Over IFC**  
Continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone and laptop charging stations, and a photo booth  
IFC Crossroads House / 612 Brazos St.  
6pm Phosphorescent
- 6 - 9pm **Austin on Rails SXSW Happy Hour**  
Drinks and Appetizers  
Buffalo Billiards / 201 E. 6<sup>th</sup> St.
- 6 – 10pm **Sustainable Media Happy Hour**  
beer, goodies while they last  
The Gingerman / 301 Lavaca St.
- 8pm-12mid **Thrillist Austin Launch Party**  
Dutch Kruiden liqueur HARLEM, giveaways from Old Spice  
Stubb's Downstairs / 801 Red River St.  
DJ/VJ set by Electric Method, RCRDLBL's White Denim and Kid Sister
- 8pm – 2am **The British Music Partnership – Strummerville / Jail Guitar Doors**  
drinks  
Latitude 30 / 512 San Jacinto St.  
Billy Bragg, Chris Shiflett, Get Cape Wear Cape Fly, Beans on Toast, Smokey Angle Shades, Nat Jenkins, Supernovas
- 8pm – 4am **Austinist's Local Music is Sexy**  
drinks  
The Purevolume.com House / 504 Trinity St.  
9pm Dave Madden, 10pm The Ovenbirds, 11pm Beautiful Supermachines, 12am Shapes Have Fangs, 1am Ringo Deathstarr
- 8:30pm – 2am **TechKaraoke**  
beer?  
Six Lounge / 117 W 4<sup>th</sup> St.  
Live Karaoke Band – LC Rocks, DJ Johnny Bravvo, James Moran
- 9 – 11pm **Gowalla Presents: The Tiki Room**  
beer?  
The Belmont / 305 W. 6<sup>th</sup> St.

### **Tuesday, March 16th**

- 11am - 7pm **SXSW Takes Over IFC**  
Continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone and laptop charging stations, and a photo booth  
IFC Crossroads House / 612 Brazos St.  
?
- 12noon – 2am **RxSM Self Medicated Film Expo**  
beer?  
The Belmont / 305 W 6<sup>th</sup> St.  
13 Hours of short films, documentaries, and feature films from all over the world.
- 6:30 – 8:30pm **BMI's "Howdy Texas" Party**  
BBQ, drinks  
Stubb's / 801 Red River St.  
Elliott Brood Band, David Garza, Chuck Mead and the Grassy Knoll Boys, Those Darlins
- 7 – 9pm **1st Annual SXSW musictech Mixer**  
Margaritas, Mexican food  
Jaime's Spanish Village / 802 Red River St.
- 8pm – 1am **UKTI @ SXSWi**  
drinks?  
Latitude 30 / 512 San Jacinto  
Fenech Soler, One Night Only, Unicorn Kid, Stricken City, Viva City



- 8pm – 2am** **Art Disaster no. 10**  
 Beer?  
 Beauty Bar / 617 E. 7<sup>th</sup> Street  
**Outside:** Evol DJs between bands, 9 – CAW! CAW!, 10 – Bright Light Social Hour, 11 – Sunset, 12 – The Shondes, 1 – Pomegranates  
**Inside:** 8:30 – Lachi, 9:30 – Red Wanting Blue, 10:30 – Leopold and His Fiction, 11:30 – The White White Lights, 12:30 – Shunda K, 1:10 – DJ Orion  
 Photobooth by Trevor Ray Thompson  
 Poster Art Show by Daniel Perlaky and Bryan Keplesky
- 8pm – 2am** **From The Mind of Adi and Couch Professor Entertainment** - free with RSVP or \$3 at door  
 Lonestar  
 Chupacabra Cantina / 400 E. 6<sup>th</sup> St.  
**Outside:** 8:30 – Blind Tactic, 9 – Harper Blynn, 10 – The Frontier Brothers, 11 – Booher & The Turkeys, 12 – Frank Smith, 1 – Peter & The Wolf  
**Inside:** 9 – DJ Czech One & DJ Adam Warped, 10:30 – DJ Gmau, 12 – DJ Car Stereo (Wars)
- 8pm – 2am** **Paste & PureVolume's Tuesday Night Music Kickoff**  
 drinks and tacos  
 The Purevolume.com House / 504 Trinity St.  
 8pm Harper Blynn, 9pm Joshua James, 10pm Easley, 11pm Jakob Dylan & Neko Case, 12:30am Johnny Flynn

**Wednesday, March 17th**

- 11am – 5pm** **Sonny's Vintage Fest**  
 beer?  
 Sonny's Vintage / 2928 Guadalupe  
 4pm The Explorers Club, 3pm Greg Ashley, 2pm Spider Bags, 1pm Bower's Nest, 12pm Western Electric
- 11am - 6pm** **Gonna Gonna Get Down V**  
 beer?  
 Mohawk / 912 Red River St.  
 White Denim, Besnard Lakes, Washed Out, Small Black, Royal Bangs, Toro y Moi, Phantogram, Warpaint, Julianna Barwick, Yukon Blonde, First Aid Kit, Body Language, Anni Rossi, MyNameisJohnMichael, All Get Out, and Dan Black
- 11am - 6pm** **Can't Stop the Bleeding**  
 beer?  
 Beerland / 711½ Red River St.  
 The Muffs, The Spits, Woven Bones, Cruddy, TV Ghost, Uptown Bums
- 11am - 7pm** **SXSW Takes Over IFC**  
 Continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone and laptop charging stations, and a photo booth  
 IFC Crossroads House / 612 Brazos St.  
 2:30pm Drive-By Truckers, 6pm Neon Indian
- 11am - 9pm** **Guitartown/Conqueroo Present Kickoff 2010**  
 Drinks?  
 Joe's Bar and Grill / 506 West Ave.  
 Three Olives Vodka Stage: 11am David Olney, 12pm Freedy Johnston, 1pm David Faulkner Sydney, 2pm Yasmine Anderson, 3pm Emory Quinn, 4pm The Cardinal Health, 5pm Steve Poltz, 6pm Wirepony, 7pm Anne McCue, 8pm Triple Cobra; Hornito's Tequila Stage: 11:30am Tom Freund, 12:30pm Randy Weeks, 1:30pm James McMurtry, 2:30pm Jon Dee Graham, 3:30pm The Silo's, 4:30pm Lorena Ortega, 5:30pm Chip Robinson, 6:30pm Thunderosa, 7:30pm The Band of Heathen's, 8:30pm Raul Malo
- 11:30am – 5:30pm** **Paste Magazine Day Party**  
 beer, Izze drinks  
 Galaxy Room / 508 E. 6<sup>th</sup> St.  
 12:00 – 12:40 Basia Bulat (inside), 12:30 – 1:10 Givers (outside), 1:00 – 1:40 Lissie (inside), 1:30 – 2:10 Roman Candle (outside), 2:00 – 2:40 Free Energy (inside), 2:30 – 3:10 Joe Pug (outside), 3:00 – 3:40 Freelance Whales (inside), 3:30 – 4:10 Suckers (outside), 4:00 – 4:40 Carolina Chocolate Drops (inside), 4:30 – 5:10 Roky Erickson with Okkervil River (outside), 5:00 – 5:30 Frightened Rabbit (inside)
- 11:30am - 6pm** **Bridge Club Unofficial SXSW Day Bash**  
 Beer, photobooth, giveaways  
 Shangri-La / 1016 E 6<sup>th</sup> St.  
 Javelin, Das Racist, Tigercity, Gordon Voidwell, Beach Fossils, Rumspringa, Neiliyo, BRAHMS, Keepaway, Tony Castles, The Extraordinaires, Baby Monster
- 12 - 4pm** **All Together Now Showcase**  
 beer?  
 The Bayou / 500 6<sup>th</sup> St.  
 12pm \*Pop Wreckoning\*, 12:40 Moonlight Bride, 1:20 The Branches, 2pm Andy Shauf, 2:40 Imagine Dragons, 3:20 Jake Walden, 4pm Ryan Bradley Affair
- 12 - 5:30pm** **QuinnStorm and C3 Presents**  
 drinks  
 Lambert's / 401 W 2<sup>nd</sup> St.  
 Peter Wolf Crier, Henry Clay People, The Delta Mirror, Nathaniel Rateliff, Dawes, The Whigs



- 12 – 5:30pm**      **Rozone Productions Day Show**  
beer?  
The Parish / 214 E 6<sup>th</sup> St.  
12:30 Opposite Day, 1:30 Scorpion Child, 2:30 The Couch, 3:30 The Midnight Bombers, 4:30 Special Guest
- 12 - 6pm**            **A Little Bit Country, A Little Bit Rock n' Roll**  
Lone Star  
Threadgill's South / 301 W Riverside Dr.  
12-12:30 Colin Gilmore, 12:40-1:10 Jay Nash and Chris Seefried, 1:20-1:50 Jason Shannon Band, 2-2:30  
Brienne Michelle and The Park, 2:40-3:10 Romantica, 3:20-3:50 Brittany Shane, 4-4:30 Kaiser Cartel, 4:40-5:10  
Hopewell, 5:20-5:50 Charly Coombes (from Supergrass) and The New Breed
- 12 - 6pm**            **Big Texas Jumpstart III**  
beer  
Creekside Lounge / 606 E. 7th St.  
12:00-12:30p- The Gary, 12:45-01:15p - Goes Cube, 01:30-02:00p - The Hounds Below, 02:15-02:45p -  
Vandaveer, 03:00-03:30 - The Midgetmen, 03:45-04:15p - Wax Fang, 04:30-05:05 - Ezra Furman & The  
Harpoons, 05:20-06:00 - Everybody Was In The French Resistance... Now!
- 12 - 6pm**            **Brooklyn Vegan Day Party**  
beer?  
Emo's / 603 Red River St.  
Outside: 12:00 p.m. – YellowFever, 12:45 - The Rural Alberta Advantage, 1:30 - The Morning Benders, 2:15 –  
Japandroids, 3:00 - Titus Andronicus, 3:45 - The Black Angels, 4:30 – GZA, 5:15 - Fucked Up, DJs: Finger on  
the Pulse; Inside: 12:00 p.m. - Kill The Client, 12:35 - The Atlas Moth, 1:20 – Javelina, 2:05 - Dark Castle, 2:50  
– Salome, 3:35 - Landmine Marathon, 4:20 – Withered, 5:05 - Torche
- 12 - 6pm**            **BrooklynVegan/Crustcake/1000 Knives present A Pizza Party at Hoeks Death Metal Pizza**  
beer?  
Hoek's Pizza / 511 E 6<sup>th</sup> St.  
Kill The Client, Coffinworm, Zoroaster, The Atlas Moth, Landmine Marathon, Book Of Black Earth, The Funeral  
Pyre, Speedwolf, + special guest
- 12 - 6pm**            **Ioda SXSW Opening Day Bash**  
beer?  
Emo's / 603 Red River St.  
12:00 PM : Les Shelleys- Tom Brosseau and Angela Correa, 12:30 PM : A Sunny Day in Glasgow, 1:00 PM :  
Zeus, 1:30 PM : Summer Cats, 2:00 PM : Tobacco, 2:45 PM : The Terror Pigeon Dance Revolt!, 3:30 PM :  
Carsick Cars, 4:15 PM : Bear in Heaven, 5:00 PM : Sleepy Sun
- 12 – 6pm**            **Little Radio Presents**  
bloody Marys, beer  
The Red-Eyed Fly / 715 Red River St.  
12:00p-1:00p Tenlons Fort + guests, 1:20p-2:00p Red Cortez, 1:50p-2:20p Findlay Brown, 2:20p-3:00p The  
Henry Clay People, 2:50p - 3:20p Popwreck, 3:20p-4:00p Miles Kurosky (Beulah), 3:50p-4:20p The Happy  
Hollows, 4:20 p-5:00p The Entrance Band, 4:50p-5:20p The Growlers, 5:20-6:00p Here We Go Magic
- 12 - 6pm**            **Music for Listeners**  
beer?  
The Red House Pizzeria / 1917 Manor Rd.  
6pm Findlay Brown, 5pm A Classic Education, 4pm Young Mammals, 3pm Standard Fare, 2pm Jenny Owen  
Youngs, 1pm Tacks, the Boy Disaster, 12pm Buttercup; special guest DJ between sets John-Mark of the  
Earless
- 12 - 6pm**            **Saustex Records presents**  
beer  
The Independent @ 501 Studios / 501 Brush St.  
12-12:35 Shivering Denizens, 12:45-1:20 Righteous Hillbillies, 1:30-2:05 Kasey Anderson, 2:15-2:55 T.Tex  
Edwards & Out On Parole, 3:05-3:45 Coal Porters, 3:55-4:35 The Nashville Liverpool Underground Medicine  
Show (featuring Mike Badger founding member of The La's), 4:45-5:25 Maldives, 5:30-end Gay Sportscasters
- 12 - 6pm**            **Terrorbird/Force Field Day Party**  
beer 12-2pm, gift bags to first 100 attendees  
Red 7 / 611 E 7th St.  
Neon Indian, Toro Y Moi, Those Darlins, Matias Aguyo, The Rural Alberta, Beach Fossils, Real Estate, Choir of  
Young Believers, A Sunny Day in Glasgow, Oh No Ono, Ernest Gonzalez, The Fresh and Onlys, Frankie Rose  
and the Outs, Inlets, The Splinters, Stricken City
- 12 - 6pm?**            **South By San Jose**  
beer?  
Hotel San Jose and Jo's Coffee / 1316 S Congress Ave.  
Jane Bond, The Tricias, Ethan Azarian, Ralph White, Eternal Tapestry, Soft Healer, Expensive Shit, Zs, Follow  
that Bird, Coathangers, Turbo Fruits, Nakia, James Hyland
- 12 – 6pm**            **Leeann's Traveling Barn Dance**  
beer, tacos?  
Maria's Taco X-Press / 2529 S. Lamar Blvd.  
Dehva, Eugene Christopher, Bigbang, Erin Harpe, William Hut, Cocktail Slippers, Amilia K. Spicer, Dave Olney,  
Kevin Montgomery & Jill Jackson, Hey Mama, Charlier Faye, Leeann Atherton



- 12 – 6pm ?** **Belfast Rocks**  
beer  
Latitude 30 / 512 San Jacinto  
Fighting with Wire, And So I Watch you From Afar, General Fiasco, Strait Laces
- 12 – 6pm?** **Billboard**  
drinks, food  
Billboard.com Bungalow / 708 E 6<sup>th</sup> St.  
?
- 12 - 8pm** **Levi's/Fader "The Fort 2010"**  
drinks  
Pine Street Station (aka Fader Fort) / 1101 E. 5<sup>th</sup> St.  
1:30 p.m.- Visqueen, 2:15 - The Bloodline, 3:00 - Chasing Kings, 3:00 - Annie Mac (DJ), 3:45 - We Were Promised Jetpacks, 4:30 - Free Energy, 5:00 - Nguzunguzu (DJ), 5:15 - Ratas Del Vaticano, 6:00 - Freelance Whales, 6:45 – BRAHMS, 7:30 - To be announced
- 12 - 8pm** **Austin Collins Presents at SXSW**  
beer, prizes  
Uncorked Tasting Room and Wine Bar / 900 E. 7th St.  
12 - Drew Kennedy 1 - Tom Gillam 2 - Mike Schoenfeld 3 - Graham Weber 4 - Uncle Lucius 5 - Noble Dog 6 - Penny Jo Pullus 7 - Desoto Rust
- 12 - 8pm** **A Celebration of Sound's Austin Pets Alive! Spring Break Fundraiser Festival**  
beer?  
Epoch / 221 W. North Loop Blvd.  
Seabear, Maps and Atlases, Le Loup, Lowers, Get Cape. Wear Cape. Fly, Violent Kim, Wine and Revolution, The Coathangers, Casiokids, Morgan Some, more TBA
- 12 - 10pm** **Austin Fleadh**  
beer  
The 4<sup>th</sup> St. Fort / 216 4<sup>th</sup> St.  
Broken Records, The Lost Brothers, Julie Feeney, Villagers, The Minutes, The Mighty Stef, The Coronas, BP Fallon's Death Disco
- 12pm - 2am** **Manic Fest Destiny**  
beer  
The Belmont / 305 W. 6<sup>th</sup> St.  
Main Stage: 12:00PM Danielle Barbe, 12:45PM Voxhaul Broadcast, 1:30PM Red Cortez, 2:15PM Big Rock Candy Mountain, 3:00PM The Art Of Shooting, 3:45PM KAV, 4:30PM Crash Kings, 5:15PM Israel Nash Gripka & The Fieros; Indoor Stage: 12:25PM Andrew Ripp. 1:15PM Dirty Sweet, 2:00PM Left Lane Cruiser, 2:45PM Joe Roberto and Poverty Hash, 3:30PM Saint Bernadette, 4:15PM Karnivool (acoustic), 5:00PM The Spring Standards, 5:45PM Lawrence Arabia
- 12pm - 2am** **The Hype Machine's Lose Control 2**  
beer  
Vice / 302 E 6<sup>th</sup> St.
- 12pm – 4am** **The Purevolume.com House**  
drinks, tacos  
The Purevolume.com House / 504 Trinity St.  
12-3pm Bitch Slap Brunch, 3pm Warpaint, 4pm Miniature Tigers, 5pm Choir of Young Believers, 6pm Meiko, 7pm Drink Up Buttercup, 11pm DEV, 12am You Say Party We Say Die!, 1am Movits!, 2am Woodhands, 3am Special Guest
- 1 - 6pm?** **The Hague/Crossing Borders Party**  
drinks, margaritas  
Maggie Mae's / 323 E 6th St.  
ReBelle, NiCad, So What, Woot, The Deaf, John Dear Mowing Club
- 1 - 6:45pm** **Drugs Roll & Sex Rock**  
beer?  
Urban Outfitters Back Lot / 2406 Guadalupe St.  
1-1:45 Ashmatic, 2-2:45 Wake Up Lucid, 3-3:45 Villagers, 4-4:45 Scanners, 5-5:45 Jeremy Jay, 6-6:45 Dám Funk
- 1 - 7pm** **Waterloo Records Goes Outdoors at SXSW**  
beer?  
Waterloo Records & 24 Diner Parking Lot / 600 N. Lamar Blvd.  
1pm Intimate Stranger, 2pm High on Fire, 3pm Priestess, 4pm Surfer Blood, 5pm The Smith Westerns, 6pm Cheap Trick Q&A signing only
- 1 – 8pm** **Knuckle Rumbler with Rhapsody.com Presents**  
Taco Cabana, Sweet Leaf Tea, Southern Comfort?  
The Rumbler Lounge at Peckerheads / 402 E 6<sup>th</sup> St.  
1:00 Terror Pigeon Dance Revolt, 1:30 Dignan, 2:05 The Depreciation Guild, 2:45 Maps & Atlases, 3:25 Gemini Club, 4:05 Acrylics, 4:45 Drink Up Buttercup, 5:25 The Death Set, 6:05 Jason Collett (Broken Social Scene), 7:00 Theophilus London



- 1:30 - 6pm** **The Comedy Store Invades SXSW**  
beer  
The Rusty Spurs / 405 E. 7<sup>th</sup> St.  
1:30pm - Mack Lindsay, David Taylor, Nick Youssef, Justin Martndale, Benji Alfalo and more!, 3pm Karaoke Killed the Cat!
- 2:00pm – 2am?** **DataPop 2010**  
drinks  
The Highball / 1120 S. Lamar Blvd.  
Sabrepulse, Henry Homesweet, Anamanaguchi, Starscream, Sievert, IAYD, 8BK-ok, Bit Shifter, Trash80, Paris, Outpt, Ricky de Laveaga
- 2pm - 12mid** **The Shed BBQ Grand Opening**  
Beer and food?  
The Shed / next to Rabbits on E 6<sup>th</sup> St.  
Bruce James Soultet, Mudphonic, Papa Mali, The Greyhounds, Sideshow Tragedy, Ft. Bayou Slim, Pink the Absurdist, Rooster Blues and More!
- 2pm - 12mid** **Get Your Green On**  
drinks?  
Hole in the Wall / 2538 Guadalupe St.  
Roman Candle, Joe Pug, and the Jane Shermans, Electric Western DJs
- 2pm - 2am** **Radio RnR & Ustream.com Day/Night Parties!!!!** - no cover before 8pm  
open bar for guest list guests  
Chupacabra Cantina / 400 E 6<sup>th</sup> St.  
Feed God Cabbage, Backdrifter, Friends of Adam, Stunning Blue, Adam Percy, Novalux, Greg Alan, Aloha Radio, Dava Krause, Captain Incredible, Worm-Hole, Great Divide and more TBA!
- 2:30 – 5:30pm** **John Conquest's annual 3<sup>rd</sup> Coast Music SXSW soirees**  
drinks  
Amelia's / 2213 S 1<sup>st</sup> St.  
2:30 pm Bianca DeLeon, 3:30 pm Tom Mason, 4:30 pm Phil Lee, 5:30 pm David Olney
- 3 – 6pm** **End Of An Ear Instores**  
beer?  
End Of An Ear / 2209 S. 1<sup>st</sup> St.  
3pm Golden Triangle, 4pm Happy Birthday, 5pm Pierced Arrows
- 3 – 6pm** **Canadian Blast BBQ**  
drinks, food  
Brush Square Park / 5th St. and Neches  
Radio Radio, Justin Rutledge + The Beauties, Hollerado, You Say Party! We Say Die!, Born Ruffians, Plants+Animals,
- 3 – 6pm** **Zlam Dunk & Hydra Melody**  
beer?  
The Parlor North Loop / 100B E. North Loop Blvd.
- 3 – 7:45pm** **The San Diego Hoe-Down in Austin**  
beer, Wahoo's Tacos  
Lustre Pearl / 97 Rainey St.  
El Ten Eleven 7:15-7:45pm, Transfer 6:25-6:55pm, The Nervous Wreckords 5:35-6:05pm, Dirty Sweet 4:45-5:15pm, Steve Poltz 4pm-4:30pm, Tape Deck Mountain 3:15-3:45pm
- 3 - 9pm** **Plaid Party**  
beer  
Flannel Annex / 2830 East MLK Blvd. (Flatbed Press parkinglot)  
3pm Zorch, 4pm Prince Rama of Ayodhya, 6pm The Zoltars, 7pm Signals
- 5 – 6pm** **Huw Stephen's (BBC Radio 1) presents British Music @SXSW Launch Party**  
drinks  
Latitude 30 / 512 San Jacinto St.  
?
- 5 - 8pm** **Sin City Social Club's 8<sup>th</sup> Annual Day Party**  
beer, drinks, Freeb!rds burritos  
Parking Lot of St. Vincent de Paul Vintage Boutique & Thrift Store / 1327 S. Congress Ave.  
5pm Ruby James, 6pm Lynda Kay, 7pm Austin Collins and the Rainbirds
- 6pm - 4am** **House by Southwest**  
beer?  
Silhouette Restaurant & Bar / 718 Congress Ave.  
Noise Floor Crew, Terry Mullan, Jake Childs, Farika, Adam Warped, Eric Sharp, Daetron Vargas, Ken Liu & Stephan Glass, Supafly, Zack Highwire, Jaysoul & Eric D
- 7:30pm - 1:30am** **Comedy Central Live @ SXSW**  
Panda Express Chinese Food at midnight  
Esther's Follies / 525 E 6<sup>th</sup> St.  
7:30pm doors open, 8:30 Ugly Americans premiere, 8:45 Pete Holmes, 9:00 Nick Thune, 9:20 Natasha Leggero, 9:35 special guest, 10:00 Hannibal Buress, 10:15 Maria Bamford, 10:40 Todd Barry, 11:05 Ugly Americansg, 11:30 Intermission, 12:00am Dran Together Movie midnight screening Premiere



- 8pm - 2am** **Senari & Couch Sessions**  
beer?  
Speakeasy / 412 Congress Ave.  
Cubic Zirconia, Adam Tensta, Tabi Bonney w/DJ Stereofaith, Jahdan Blakkamoore w/Matt Shadetek, with DJ sets by Deadly Dragon Soundsystem, Gavin Holland
- 8pm - 2am** **The Austin Imposition**  
beer?  
The Longbranch Inn / 1133 E. 11<sup>th</sup> St.  
Turbo Fruits - 1 am, JEFF The Brotherhood - 12:15 am, Darlings - 11:30 pm, Tony Castles - 10:45 pm, Sisters - 10 pm, Grooms - 9:15 pm, The Beets - 8:30 pm, Graffiti Monsters - 8 pm
- 8pm - 2am** **Warp Records / SXSW**  
drinks  
The Phoenix / 409 Colorado St.  
1am Flying Lotus, 12mid Eskmo, 11pm Hudson Mohawke, 10pm Born Ruffians, 9pm Pivot, 8pm Nice Nice
- 8pm - 2am** **Super Secret/Mortville Records**  
beer?  
Beerland / 711 Red River St.  
The Chumps, The Open Casket, Manikin, Coyote Slingshot, The Extravaganza, The Tunnels, Scrabble Robot, Ichi Ni San Shi
- 8pm - 2am** **Nomad Bar Presents**  
beer?  
Nomad Bar / 1211 Corona Dr.  
Midstates and the Choir of Ghosts, The Blood Knives, The See
- 9pm - 2am** **GigaCrate Presents**  
drinks  
Beso Cantina / 307B W. 5<sup>th</sup> St.  
1-2: smalltown Romeo (Smalltown DJs with Wax Romeo), 12-1: Sammy Bananas, 11:15-12: Jayceeoh, 10:30-11:15: Bird Peterson, 9:45-10:30: Pance Party, 9-9:45: DJ Apt One

**Thursday, March 18th**

- 11am - 5pm** **SXSW x Muzzle of Bees**  
drinks  
Habana Calle 6 / 709 E 6<sup>th</sup> St.  
?
- 11am - 5pm** **Chicken Ranch Records and Friends Day Party**  
beer  
The Liberty / 1618 ½ E 6<sup>th</sup> St.  
11am The Safes, 11:45am The Minutes, 12:30pm Distant Seconds, 1:15pm Beautiful Supermachines, 2pm The Yuppie Pricks, 2:45pm Willie Heath Neal, 3:30pm Blue Aeroplanes, 4:15pm Mr. Lewis and The Funeral 5, 5pm Automusik
- 11am - 5pm** **VEVO SXSW Playlist Party**  
drinks  
Buffalo Billiards / 201 E 6<sup>th</sup> St.  
1100am First Aid Kit, 11:35am, Sass Jordan, 12:10pm Rey Fresco, 12:45pm Mishka, 1:20pm Harper Simon, 2:00pm Bodeans, 2:40pm Athlete, 3:15pm Shelby Lynne, 4pm Dan Black
- 11am - 4:30pm** **Sony Music Independent Network at SXSW**  
beverages, Mexican food  
Antone's / 213 W. 5<sup>th</sup> St.  
Nneka, Kate Miller-Heidke, Karnivool, Becca, Cassette Kids, Eva & The Heart Maker, Kashmir
- 11am - 6pm** **Filter Magazine Party**  
BBQ  
Cedar Street Courtyard / 208 W. 4<sup>th</sup> St.  
11:00am-1:00pm The Megaphonic Thrift Casiokids, Serena Maneesh, 1:00pm The Kissaway Train, 1:50 Fool's Gold, 2:40 Active Child, 3:30 Minus the Bear, 4:20 Uffie, 5:15 Miike Snow
- 11am - 6pm** **High Five! Party! Party!**  
food, drinks, photo booth by Trevor Ray Thompson  
Elysium / 705 Red River St.  
Inside: 12p Listen Listen, 1pm The Boxing Lesson, 2pm The Black and White Years, 3pm The Pons, 4pm Built By Snow, 5pm Red Falcon, DJ's Outside: 11am DJ Desta, 12 pm DJ Czech One Vs POSR, 1pm DJ Scorpio, 2pm GRRRL Parts, 3pm Ceeplus Bad Knives, 4pm Kids At The Bar, 5pm DJ Verse
- 11am - 7pm** **SXSW Takes Over IFC**  
continental breakfast, coffee bar, Wi-Fi, giveaways, cell phone/laptop charging stations, photo booth  
IFC Crossroads House / 612 Brazos St.  
11am She & Him, 2pm Delta Spirit, 6pm The Sword
- 11am - 7pm** **Pigeon Posse SXSW Party**  
drinks  
Opal Divine's Freehouse / 700 W 6<sup>th</sup> St.  
11:00 Berkalin Records Song Swap, 11:45 Amanda Shires and Rod Picott, 12:20 Jeff Talmadge, 1:05 BettySoo, 1:45 Steve Poltz, 2:45 Dustin Welch, 3:30 HalleyAnna, 4:15 Walt Wilkins, 5:30 tba, 6:15 Somebody's Darling, 7:00 The Loom



- 11am - 9pm** **John Conquest's annual 3<sup>rd</sup> Coast Music SXSW soirees**  
drinks  
Opal Divine's Penn Field / 3601 S Congress Ave.  
11 am Leeann Atherton, 12pm Chip Taylor & Kendel Carson, 1pm Betty Soo, 2pm David Olney, 3pm Border Blasters, 4pm Sally Spring, 5pm Linda McRae, 6pm Gurf Morlix & Sam Baker, 8pm Romi Mayes, 9pm Carrie Rodriguez
- 11:30am – 4:30pm** **John Conquest's annual 3<sup>rd</sup> Coast Music SXSW soirees**  
drinks  
Amelia's / 2213 S 1<sup>st</sup> St.  
11:30 am Michael Fracasso, 12:30pm Miss Tess, 1:30 pm Devon Sproule, 2:30pm Erin Harpe, 3:30 pm Janine Wilson
- 11:30am - 6pm** **2010 Bay Area Takeover**  
beer, drinks  
The Beauty Bar / 617 E. 7<sup>th</sup> St.  
Wallpaper, Sleepy Sun, Ty Segall, Or, the Whale, Still Flyin', Birds & Batteries, The Sandwiches, Youn Prisms, Man/Miracle, Tempo no Tempo, Geographer, The Ferocious Few, Sonny and the Sunsets, Leopold and his Fiction, Hottub; DJ sets from Bagel Ted
- 11:30am – 6pm** **Paste Magazine Party**  
beer, izze drinks  
The Galaxy Room / 508 E. 6<sup>th</sup> St..  
12:00-12:40pm Damion Suomi (inside), 12:30-1:10pm Miles Kurosky (of Beluah) (outside), 1:00-1:40pm Shearwater (inside), 1:30-2:10pm The Living Sisters (outside), 2:00-2:40pm Fanfarlo (inside), 2:30-3:10pm Gordon Gano & The Ryans (outside), 3:00-3:40pm Lou Barlow and the Missingmen (inside), 3:30-4:10pm The Lonely Forest (outside), 4:00-4:40pm The Low Anthem (inside), 4:30-5:10pm Black Prairie (outside), 5:00-5:30pm The Middle East (inside)
- 12 - 3pm** **Wunderbar**  
food  
Parkside / 301 E. 6<sup>th</sup> St.  
DJ Sets by Matias Aguayo, Heidi, Tobias Thomas
- 12 - 4pm** **GHS Unwound**  
drinks, gift bags to the first 250 people  
Brush Square Park, West Tent / 409 E 5<sup>th</sup> St.  
Julie Neumark, Girls Guns and Glory, Tim Brantley, THE DAYLIGHTS, Maps & Atlases
- 12 - 5pm** **THE INSIDERS NETWORK Showcase**  
beer  
BD Riley's / 204 E 6<sup>th</sup> St.  
12-12:35 They Were Stars, 12:50-1:25 Seth Glier, 1:40-2:15 Robert Deeble, 2:30-3:05 Michael Miller, 3:20-3:55 Steve Poltz, 4:10-4:45 Roman Candle
- 12 – 5pm** **Bright Antenna's SXSW Basement Blast & Bingo Party**  
Bingo Prizes: BA's Music Catalog, an iTouch, a Netbook, Raffle Prize: Trip for 2 to see Middle Class Rut @ UK's 2010 Download Festival; Free Vinyl & Mix Tape with mp3 download codes to first 300, food  
Stubb's Bar-B-Q Inside / 801 Red River St.  
12pm DJ sets from Aaron Axelsen, 1pm Spring Tigers, 2pm Magic Wands, 3pm Jimmy Gnecco, 4pm Middle Class Rut
- 12 - 5:30pm** **Gibson Guitar SXSW Day Party**  
food, drink, hourly guitar giveaways  
Maggie Mae's Gibson Room / corner of 6<sup>th</sup> and Trinity  
Alejandro Escovedo, Radney Foster, The Trishas, 11 Bones, The Band of Heathens and more
- 12 – 6pm** **France Rocks Austin**  
Champagne?  
Klub Krucial / 614 E 6<sup>th</sup> St.  
12-12:30 Cocoon, 12:45-1:15 Soko, 1:30-2:00 Uffie, 2:15-2:45 Dead Sexy, Inc. 3:15-4:00 The Bewitched Hands  
On the Top of Our Heads, 4:15-6:00 Brodinski
- 12 – 6pm** **End Of An Ear Instores**  
beer?  
End Of An Ear / 2209 S. 1<sup>st</sup> St.  
12pm Terrible Twos, 1pm River City Tanlines, 2pm Holly Miranda, 3pm Delta Mirror, 4pm Beets, 5pm Wetdog
- 12 - 6pm** **The French Delegation to SXSW**  
beer?  
Klub Krucial / 603 Red River St.  
12-12:30 Cocoon, 12:45-1:15 Soko, 1:30-2:00 Dead Sexy Inc., 3:15-4:00 The Bewitched Hands on the Top of Our Heads, 4:15-5:00 General Elektriks, 5:15-6:00 Brodinski
- 12 - 6pm** **Soundcheck Magazine's 4<sup>th</sup> Birthday Party**  
beer?  
Emo's Annex / 603 Red River St.  
5:20-6 Givers, 4:30-5 Plants and Animals, 3:40-4:10 The Rural Alberta Advantage, 2:50-3:20 The Besnard Lakes, 2-2:30 Magic Kids, 1:20-1:40 Jeff the Brotherhood, 12:40-1 The Lovely Feathers and Salesman



- 12 - 6pm** **Insound and Saucony Presents:**  
beer?  
Club de Ville / 900 Red River St.
- 12 - 6pm** **Music for Listeners**  
beer?  
The Red House Pizzeria / 1917 Manor Rd.  
6pm Slow Club, 5pm The Wave Pictures, 4pm Signals, 3pm Casiokids, 2pm Fyfe Dangerfield, 1pm Best Fwends, 12pm Transmography
- 12 - 6pm** **The dF Loft**  
drinks  
Malverde / 400 W 2<sup>nd</sup> St.  
The 12<sup>th</sup> Planet, Afghand Raiders, Baby Moster, Body Language, CFCD, Christian TV, Craze, Curt@!n\$, Donniss, Dude Royal, Death Face, Harvard Bass, Hey Champ, Jovi Rockwell, Lexicon Don, Melente, Night Waves, Pac Div, Pase Rock, Rainbow Arabia, Rob Roy, Roxy Cottontail, Shawn Chrystopher, Sound of Stereo, The Cool Kids, The Crystal Method, Theophilus London, Willy Joy, Villains, Yelawolf, Yes Giantess
- 12 - 6pm** **Twangfest and KDHX Day Parties**  
beer?  
Jovita's / 1617 S 1<sup>st</sup> St.  
inside Stage: 12pm TBA, 1pm Elizabeth Cook, 2pm Carrie Rodriguez, 3pm These United States, 4pm Ray Wylie Hubbard, 5pm Gordon Gano & The Ryans; outdoor Stage: 12:30pm Ben Sollee and Daniel Martin Moore, 1:30pm Diplomats of Solid Sound, 3:30pm Glossary, The Wooden Sky (Time TBA), Monahans (Time TBA)
- 12 - 6pm** **Eastside Get Down**  
beer, Salvation Pizza  
The Independent at 501 Studios / 501 Brushy St.  
5pm Twin Tigers, 4pm Ty Segall, 3pm Ringo Deathstarr, 2pm Golden Ages, 1pm Sisters, 12pm Futurebirds with DJ Thibault between sets.
- 12 - 6pm** **Austin Town Hall Presents**  
Taco Cabana, Coffee  
The Ghost Room / 304 W. 4<sup>th</sup> St.  
The Loom, Crayon Fields, Let's Wrestle, Lovely Feathers, Dappled Cities, Surf City
- 12 - 6pm** **Standard Recording Company Day Parties**  
beer, screened t-shirts, crafts  
The Dirty Dog Bar / 505 E 6<sup>th</sup> St.  
12pm Bald Eagle Refugees, 12:45pm Amo Joy, 1:30pm Elsinore, 2:15pm Thunderhawk, 3pm Harley Poe, 3:45pm Dr. Manhattan, 4:30 pm Dead Beats, 5:20pm Jookabox
- 12 - 6pm** **NPR Showcase**  
drinks  
The Parish / 214 E 6<sup>th</sup> St.  
Sleigh Bells, Surfer Blood, G-Side, Local Natives. Brooklyn Rider
- 12 - 6pm** **Fat Crooked Unwound**  
beer?  
The Mohawk / 912 Red River St.  
12-12:30 Cate Le Bon, 12:30-1:10 Bear in Heaven, 1:10-1:40 The Cave Singers, 1:40-2:20 Bowerbirds, 2:20-2:50 Generationals, 2:50-3:30 Sharon Jones & The Dap-Kings, 3:30-4:00 Oh No Ono, 4:00-4:40 The Dutchess & The Duke, 4:40-5:10 Avi Buffalo, 5:10-5:50 The Black Angels
- 12 - 6pm** **Little Radio Presents**  
beer, bloody Marys  
The Red-Eyed Fly / 715 Red River St.  
12:00p-1:20p Tenlons Fort + The Eastern Sea, 1:20p-2:00p Andy Clockwise, 1:50p-2:20p Matt Ellis, 2:20p-3:00p Shadow Shadow Shade (formerly The Afternoons), 2:50p - 3:20p Soko, 3:20p-4:00p Sarah Jaffe, 3:50p-4:20p Those Darlins, 4:20 p-5:00p Jason Collett (Broken Social Scene), 4:50p-5:20p Dios, 5:20-6:00p J Roddy walston & The Business
- 12 - 6pm** **Artery Foundation SXSW Showdown**  
beer?  
Red 7 / 611 E. 7<sup>th</sup> St.  
Attack Attack!, Alesana, Breathe Carolina, A Skylit Drive, Evergreen Terrace, I See Stars, Asking Alexandria, Of Mice & Men, We Came As Romans, The Word Alive, Bury Tomorrow, A Bullet For Pretty Boy, Scarlett Ohara
- 12 - 6pm** **Kill Rock Stars Day Party**  
beer  
Cheer Up Charlie's / 1104 E 6<sup>th</sup> St.  
Horse Feathers, Quasi, Explode Into Colors, Viv Albertine, Grass Window, Talk Normal
- 12 - 6pm** **KXLU and Aquarius Records present Zum**  
beer?  
Domy Books / 913 E Cesar Chavez St.  
High Castle, Abe Vigoda, Christina Carter, The Weird Weeds, Eternal Tapestry, Total Abuse, Broken Water, John Bellows and Moment Trigger



- 12 – 6pm** **Full Metal Texas 2010**  
beer  
Emo's Main Room and Emo's Jr. / 603 Red River St.  
Fair to Midland, Darkest Hour, Born of Osiris, Iwrestledabearonce, Iron Age, Karnivool, Naam, Howl, Amarna Reign, Your Demise, Upon a Burning Body, Lions Lions
- 12 – 6pm** **Indie Sounds Day Party**  
food, beer, wine  
The Hideout Upstairs Theatre / 617 Congress Ave.  
Shwa, Jazz Mills, Greg Holden, Amber Rubarth, Ian Axel, NLX, Bonnie Whitmore, Eleanor Whitmore with Christ Masterson, Deadbeat Darling
- 12 - 6pm** **12XU Presents**  
beer?  
The Longbranch Inn / 1133 E 11<sup>th</sup> St.  
12:10 Air Traffic Controllers, 12:45 Dikes of Holland, 1:25 XYW, 2:00 The Zoltars, 2:45 Sally Crewe & The Sudden Moves, 3:35 Simple Circuit, 4:25 Grant Hart, 5:15 Tommy Keene
- 12 – 6pm** **The 14<sup>th</sup> Annual Schubas' and now Lincoln Hall SXSW Roundup**  
drinks?  
The Yard Dog Gallery / 1510 S. Congress Ave.  
Born Ruffians, Freelance Whales, The Hood Internet, Japandroids, Maps & Atlases, The Rural Alberta Advantage, The Smith Westerns, We Were Promised Jetpacks, plus sets by Sharon Van Etten, Only Children and Diane Izzo
- 12 - 6pm** **South By San Jose**  
beer?  
Hotel San Jose and Jo's Coffee / 1316 S Congress Ave.  
White Dress, John David Kent, Morning Teleportation, Still Life Still, Nathaniel Rateliff, Dax Riggs, Smokey Angle Shades, Kevin Welch Family Band, Billy Joe Shaver
- 12 – 6pm** **Only in Louisiana**  
Louisiana food and libations  
Brush Square Park, East Tent / 409 E 5<sup>th</sup> St.  
?
- 12 – 6pm** **Music By The Slice 2009**  
beer?  
Homeslice Pizza / 1415 S. Congress Ave.  
Bright Light Social Hour, Oh No Ono, Dinosaur Feathers, These United States, Lost in the Trees, Shilpa Ray and Her Happy Hookers, Radar Brothers, Love Language, Surf City, Pattern is Movement, Brazos, Hop Along, Darwin Deez
- 12 - 6:30pm** **Drugs Roll & Sex Rock**  
beer?  
Urban Outfitters Back Lot / 2406 Guadalupe St.  
12-12:45 Toro Y Moi, 1-145 Warpaint, 2-2:45 Bachelorette, 3-3:45 The Golden Filter, 4-4:45 Free Energy, 5-5:45 Memory Tapes, 6-6:30 Washed Out
- 12 – 7pm** **NAIL + Distiller Promo SXSW Day Party**  
Beer to wristband and badge holders while it lasts  
The Side Bar / 602 E 7<sup>th</sup> St.  
Inside: 12:15 World's Greatest Ghosts, 1:00 Via Tania, 1:45 Sunset, 2:30 JBM, 3:15 Think About Life, 4:00 The Hush Now, 5:00 Pierced Arrows, 6:00 Imaad Wasif; Outside: 12:45 Finn Riggins, 1:30 Ola Podrida, 2:15 The Growlers, 3:00 Kosha Dillz, 3:45 Phantogram, 4:30 The 88, 5:15 Dengue Fever, 6:15 Javelin
- 12 – 7pm** **PartyEnds.com and Raw Word Records Day Party**  
food? drinks?  
Iron Gate Lounge / 1111 E 6<sup>th</sup> St.  
Sole and the Skybrider Band
- 12 - 7pm** **Waterloo Records Goes Outdoors at SXSW**  
beer?  
Waterloo Records & 24 Diner Parking Lot / 600 N Lamar Blvd  
12pm Book Signing event with Gary Calmer, 1pm Titus Andronicus, 2pm The Drive-By Truckers, 3pm Ben Sollee & Daniel Martin Moore, 4pm Ola Podrida, 5pm Carrie Rodriguez, 6pm The Watson Twins
- 12 – 7pm** **Consequence of Sound & Sled Island Day party**  
beer  
The Compound / 1300 E. 4<sup>th</sup> St.  
Titus Andronicus, Surfer Blood, Rural Alberta Advantage, James Husband (of Montreal), Jukebox the Ghost, Garotas Suecas, Brasstronaut, Royal Bangs
- 12 - 7pm** **Brooklyn Vegan & AnSo Day Party**  
beer?  
Spider House / 2908 Fruth St.  
Stage #1: 6pm Human Eye, 5pm Tyvek, 4pm Thee Oh Sees, 3pm Golden Triangle, 2pm Lovvers, 1pm The Beets; Stage #2: 6pm Cheeseburger, 5pm Jim Jones Revue, 4pm Slim Cessna's Auto Club, 3pm Kid Congo Powers, 2pm Carletta Sue Kay, 1pm Or, The Whale, 12pm La Strada; Stage #3: 5:30pm UUVVWWZ, 4:30pm Everybody Was In the French Resistance Now (w/Eddiw Argos of Art Bru=), 3:30pm DM Stith, 2:30pm Odawas, 1:30pm A Sunny Day in Glasgow, 12:30pm The Sandwiches  
Torche, Fucked Up, Salome, more TBA



- 12 - 7pm** **The Best Damn Day of Duos Ever...Dammit**  
beer?  
Pie Guys Pizza / 2222 Rio Grande St.  
12pm We Aim to Try, 12:45 Female Demand, 1:30 The Space Elevators, 2:15 Butcher Bear and Charlie, 3:00 Caddywhompus, 3:45 JEFF the Brotherhood, 4:30 MATH the Band, 5:15 Zorch, 6:00 The Pack, A.D., 7:00 El Ten Eleven
- 12 - 7pm** **Paisley Umbrella 2nd Annual International Psych Out**  
drinks  
Sonny's Vintage / 2928 Guadalupe St.  
12pm We Aim to Try, 12:45 Female Demand, 1:30 The Space Elevators, 2:15 Butcher Bear and Charlie, 3:00 Caddywhompus, 3:45 JEFF the Brotherhood, 4:30 MATH the Band, 5:15 Zorch, 6:00 The Pack A.D., 7:00 El Ten Eleven
- 12 - 8pm** **Levi's/Fader "The Fort 2010"**  
drinks  
Pine Street Station (aka Fader Fort) / 1101 E. 5<sup>th</sup> St.  
1:00 p.m. - Eskimo (DJ), 1:00 - CFCF (DJ), 1:30 - Yawn, 2:15 - Everything everything, 2:15 - Harlem, 3:00 - Best Coast, 3:45 - Neon Indian, 4:30 - Local Natives, 5:15 - Bomba Estereo, 6:00 - CHEW LiPS, 6:45 - Morning Benders, 7:30 - To be announced
- 12 - 8pm** **Iheartcomix/Jelly/Mad Decent "Austin Carniville"**  
drinks, rides, games, American Apparel Flea Market  
MACC / 600 River St.  
Major Lazer, The Walkmen, Diplo, Glass Candy, tons more
- 12 - 8pm** **The Dog and Pony Show**  
drinks?  
Uncorked Tasting Room and Wine Bar / 900 E. 7<sup>th</sup> St.  
The Silos, Joe Pug, The Treetop Flyers, The Hounds Below, J. Chris Smith, Vandaveer, The Roadside Graves, Austin Hartley Leonard
- 12 - 8pm** **TJM Music Services and Radio Free Texas Day Party**  
drinks?  
Kick Butt Coffee / 5775 Airport Blvd Ste 725  
Tres Womack, David Fenley, Stephanie Briggs, Wes Nickson, Matt Harlan, James Pardo, Shad Blair, Jordan Minor, Javi Garcia
- 12pm - 2am** **The Hype Machine's Lose Control 2**  
drinks, Vitamin Water  
Vice / 302 E 6<sup>th</sup> St.
- 12:30 - 5:40pm** **Hollerado's Nacho House**  
nachos, beer  
Lovejoy's / 604 Neches St.  
12:30 The name, 1:10 Turbo Fruits, 1:50 Plants & Animals, 2:30 Basia Bulat, 3:00 Diamond Rings, 3:40 Chilly Gonzales, 4:20 Let's Wrestle, 5:00 Hollerado, 5:40 So Cow
- 12:30 - 7:15pm** **2<sup>nd</sup> Annual Grand Ole Party**  
Taco Cabana, Sweet Leaf Tea, Southern Comfort?  
Peckerheads / 402 E. 6<sup>th</sup> St.  
7:15pm Freeway & Jake One, 6:40 J. Cole, 6:05 Pac Div, 5:30 Wiz Khalifa, 5:00 Freddie Gibbs, 4:25 Pill, 3:30 Diz Gibran, 3:05 Yelawolf, 2:40 Fashawn, 2:15 Rockwell Knuckles, 1:50 Emilio Rojas, 1:30 Curtains, 1:10 Homeboy Sandman, 12:50 Zeale, 12:30 BBU, DJ Trackstar all day
- 1 - 5pm** **Berklee College of Music**  
drinks  
Lucky Lounge / 209A W. 5<sup>th</sup> St.  
Berklee students and alums, Melissa Ferrick, A House A Home, Ann Driscoll, Merry Go Round, Nini & Ben, and Jordan Tarrant
- 1 - 7pm** **Other Music Day Show**  
drinks  
French Legation Museum / 802 San Marcos St.  
Hill Stage: 1pm Califone, 2pm The Antlers, 3pm Real Estate, 4pm YellowFever, 5pm Dum Dum Girls, 6pm The xx; Valley Stage: 1:30pm Dylan LeBlanc, 2:30pm Zola Jesus, 3:30pm Sharon Van Etten, 4:30pm Julianna Barwick, 5:30pm Holly Miranda; In the Grass: 6:30pm Black Prairie
- 1 - 7pm** **Perfect Pairs, a Party to Celebrate Duos**  
drinks  
The Red Fez / 209B W. 5<sup>th</sup> St.  
No Age, Japandroids, Best Coast and more, DJ sets by twin-brother tag team Finger on the Pulse
- 1 - 8pm** **The Dog & Duck's SXSW Day Party**  
Beer?  
The Dog & Duck Pub / 406 W 17<sup>th</sup> St.  
1pm The Motions, 1:40 Contact High Five, 2:20 Hilary York, 3:00 Susan Cowsill Band, 3:45 Moonlight Towers, 4:25 The Service Industry, 5:15 Generationals, 6:15 The Meat Puppets, 7:30 Grant Hart



- 1 - 9pm** **Sin City Social Club's 8<sup>th</sup> Annual Day Party**  
Cold beer/refreshments, Freebirds World Burrito?  
Maria's Taco Xpress / 2529 S Lamar Blvd.  
1:00 - 1:30 Kelly Dalton, 1:45 - 2:15 Early Thomas, 2:30 - 3:00 Victoria Williams, 3:15 - 3:45 Jim Lauderdale,  
4:00 - 4:30 Ruby James, 4:45 - 5:15 Tom Freund, 5:30 - 6:00 Randy Weeks, 6:15 - 6:45 Will Sexton, 7:00 - 7:30  
John Fullbright, 7:45 - 8:15 Ruby Dee & The Snakehandlers, 8:30 - 9:00 Rosie Flores,
- 1 - 10pm** **SXSWHOOAAA**  
grill out?  
Rancho Relaxo / 3402 Merrie Lynn  
Outside - 1:00- Princess Ho, 2- Beaches, 3- Sleep Good, 4- Beach Fossils, 5- Grandchildren, 6- Fungi Girls, 7-  
Gun Outfit, 8- The Beets Inside/Garage - 1:30- Half Mile Fox Fur, 2:30- eetsFEATS, 3:30-You and Me, 4:30-  
Caddywhompus, 5:30- Procedure Club, 6:30- Moment trigger, 7:30- Sewn Leather, 8:30- Total Slacker
- 1pm - 2am** **Burger City BCXSW Burger Jam**  
burgers, drinks while they last  
The Grand Social Club and Billiards / 4631 Airport Blvd.  
1-1:30pm Cassingles, 1:45-2:15pm Followed by Static, 2:30-3pm Part Time, 3:15-3:45pm Rayon Beach, 4-  
4:30pm Serios Tracers, 4:45-5:15pm The White Wires, 5:30-6pm Cowabunga Babes, 6:15-6:45 Dead Space, 7-  
7:30pm Love Collector, 7:45-8:15 Pipsqueak, 8:30-9 Fleshlights, 10-10:30 Wes Coleman, 10:45-11:15 Bare  
Wires
- 1:30 - 6pm** **Small Stone/Converse Day Party**  
drinks, Mexican food, limited edition Chucks  
Encore / 611 Red River St.  
**Inside:** 6pm Honky, 5pm Sun Gods In Exile, 4pm Tia Carrera, 3pm Magnet School, 2pm Chlyde  
**Outside:** 5:30pm Suplecs, 4:30 pm Gozu, 3:30 pm Roadsaw, 2:30pm Killa Dilla, 1:30 pm White Morgan & The  
78's
- 1:30 - 6pm** **All Your Friends Are Here**  
drinks?  
Dominican Joe / 515 S. Congress St.  
**Indoors:** 1:30pm – Peter Wolf Crier, 2:30pm – Spirits of the Red City, 3:30pm – Dosh, 4:30pm – The  
Mynabirds, 5:30pm – Vandaveer, **Outdoors:** 2:00pm – Dinosaur Feathers, 3:00pm – Paleo, 4:00pm – Dark  
Dark Dark, 5:00pm – La Strada
- 2 – 5pm** **Sax, Clogs & Rock-n-Roll**  
food and drink?  
Copa / 217 Congress Ave.  
K.C. Clifford, Camille Harp, Chase Kerby, Daniel Walcher, Fiawna Forte, Green Corn Revival, The Pretty Black  
Chains, The Red Alert and Very Special Guest Wanda Jackson
- 2 - 5pm** **L.A. to Austin 2010 Showcase**  
tacos, beer  
Blind Pig Roof Deck / 317 E 6<sup>th</sup> St.  
2pm The Makepeace Brothers, 3pm Honeyhoney, 4pm Kidnap Kings, 5pm Casxio
- 2 - 5pm** **Banyan Branch + Aloft Hotels SXSW Party**  
food, open bar  
Max's Wine Dive / 207 San Jacinto Blvd.  
2:00 Avi Buffalo, 2:45 Baron Von Luzzury, 3:30 The Soft Pack, 4:15 Anya Marina
- 2 - 7pm** **Anodyne Records & The Record Machine Party**  
beer  
The Jackalope / 404 E. 6<sup>th</sup> St.  
Roman Numerals, Little Brazil. State Bird, Capybara, Olympic Size
- 2 - 7pm** **Good Danny's Day Party**  
Mi Casa Tamales & Cantina / 503 E 6<sup>th</sup> St.  
Low Line Caller, Suzana Choffel, Brass Bed, James Petralia and Kevin Schneider, more bands TBA.
- 2pm – 8am** **The Purevolume.com House**  
Tacos and drinks  
The Purevolume.com House / 504 Trinity St.  
2pm Frank and Derol (Acoustic), 2:30 Terrible Things, 3:15 Stereo Skyline, 4:00 The Downtown Fiction, 4:45  
Every Avenue, 5:30 VersaEmerge (Acoustic), 6:15 He is We (Acoustic), 7:00 NeverSHoutNever (Acoustic).  
7:30 The Cab, 11:00 Bad Rabbits, 12mid Wallpaper, 1am Travie McCoy (of Gym Class Heroes), 2am Rival  
Schools, 3am Andrew WK
- 2 - 8pm** **SXSW Party for xo//American songwriter magazine//future sounds//woxy**  
Ciroc vodka, Lonestar  
Stompin' Grounds / 3801 S. Congress Ave.  
2:15-2:50 David Vandervelde, 3-3:40 Lissie, 4-4:40 Rocky Votolato, 5-5:45 Ben Sollee/Daniel Martin Moore, 6-  
6:30 Matthew Mayfield, 6:50-7:20 Joe Purdy
- 2 – 10pm** **KillRedRocketRecords Spring Break Pool Party**  
beer?  
Metropolis Apartments / 2200 S. Pleasant Valley Rd.  
Amo Joy 2 pm, Colony Collapse 2:30 pm, Flashbulb Fires 3:15 pm, The See 4:00 pm, Criminal Tower 4:45 pm,  
Midstates and the Choir of Ghosts 5:30 pm, Fever Dreams 6:15, Burnt Ones 7:00 pm, Monument to No One  
7:45 pm, Bloody Knives 8:30 pm, TV Ghost 9:15 pm



- 2 – 10pm** **Giant Steps/Thunderbird Coffee Manor Road Unofficial SXSW Showcases**  
beer?  
Thunderbird Coffee / 2200 Manor Rd.  
Dana Falconberry, Lucy Michelle and the Velvet Lapelles (Minneapolis, MN), Maryann and the Shakey Hands, Western Ghost House, Most Ghosts (Boston, MA), Michelle Ravine (Minneapolis, MN), Apple Trio, Ashley Gatta (Dallas, TX), White Squirrels, music at 3:00
- 2 - 10pm** **Snake by Snakepit**  
beer?  
I Love Video / 2915 Guadalupe St.  
The Bike is a Pipe Bomb, Shellshag, Street Eaters, The Pharmacy, Gay Witch Abortion, Sexycrimes, Wild America, Ghost Knife, Sick Weapons, Hollywood, Ghost Mall, Muhammadali
- 2pm – 12mid** **The Versatile Cashe Volume 2 and SXSW CD Release Party**  
beer?  
Hole in the Wall / 2538 Guadalupe St.  
Prayer for Animals, Bridge Farmers, Hammer No More the Fingers, Watching the Moon, Makeout Party, Muchos Backflips!, Fatback Circus, The Demon Beat, Paper Shapes, The Anchor, Crash Gallery, Most Ghosts, Leatherbag, A Dream Asleep, Obsolete Machines, Through the Trees, Salesman
- 3 – 7pm** **Israeli Music**  
drinks, Mediterranean Food?  
Lanai / 422 Congress Ave.  
Israeli Music
- 3 - 9pm** **Plaid Party**  
beer  
Flannel Annex / 2830 East MLK Blvd. (Flatbed Press parkinglot)  
3pm The Blank Tapes, 4pm Munch Munch, 5pm Treasure Mammal, 6pm Magnifico
- 3pm – 12mid** **Dickies Sounds at SXSW**  
beer, tacos?  
Lustre Pearl / 97 Rainey St.  
3pm The Happy Hollows, 4pm The Veils, 5pm Dawes, 6pm Delta Spirit, 9pm Cymbals Eat Guitars, 10pm The Boxer Rebellion, 11pm The Temper Trap, 12 am Dr. Dog
- 3pm – 12mid** **Nine Mile Records 5<sup>th</sup> Anniversary Party!**  
beer?  
NMR Sampler CD while supplies last  
Ginger Man / 301 Lavaca St.  
Shinyribs, Patrick Sweany, Parlour Steps, stehaniesaid, Boulder Acoustic Society, Haunt, Dave Houghton of Fancy Trash, 'Til We're Blue or Destroy, Polar Optimist, Slowtrain, Mark Creaney, Fishtank Ensemble, Datura Blues, Seth Sherman, Chris Pureka
- 3pm - 2am** **Spin It Indie at SXSW**  
beer?  
One2One Bar / 121 E 5<sup>th</sup> St.  
3-330 - Matt Ellis, 330-4 - The Madison Square Gardeners, 4-430 - Amber Rubarth, 430-5 - Joey Ryan, 5-530 - Michele Vreeland, 530-6 - Levi Weaver, 6-630 - Gaby Moreno, 630-7 - Of Verona (Mandi Perkins), 7-730 - Justine Bennett and Chris Seafried, 730-8 - Shane Alexander, 8 - Paper Rain Coat, 9 - Jenni Alpert, 10 - The Rescues, 11 - Chris Pierce, 12a - Brother Sal and Jamie Drake, 1a - Kevin Hahn
- 4 – 6pm** **Block Party**  
appetizers, beverages  
Music Trade Show / Austin Convention Center, Level 1, Exhibit Hall 4
- 4:30 – 8:30pm** **Sounds from Spain**  
Paella, gazpacho, sangria, Spanish beer and wine  
Brush Square Park, East Tent / 409 E 5<sup>th</sup> St.  
Tom Cary, Nudozurdo, The Unfinished Sympathy, Amaral, Los Planetas and Huecco
- 5 - 8pm** **Sin City Social Club's 8<sup>th</sup> Annual Day Party**  
beer, drinks, Freeblrds burritos  
Parking Lot of St. Vincent de Paul Vintage Boutique & Thrift Store / 1327 S. Congress Ave.  
5pm Shurman, 6pm Tim Easton, 7pm Thrift Store Cowboys
- 5 - 9pm** **Auditorium Shores Free Concert Series**  
Auditorium Shores / 950 W. Riverside Dr  
5pm gates open, 6pm TBA, 7pm Bajofondo, 8pm Ozomatli
- 5pm - 3am** **Welcome to LA**  
beer?  
Gruv Nightclub / 101 W 5<sup>th</sup> St.  
12<sup>th</sup> Planet, Acid Girls, Classixx, Cold Flamez, Dam Funk, Murs, NguzuNguzu, Pac Div, Secret Brainfeeder  
Guest, Skeet Skeet, Total Freedom, Turbotito, U-N-I
- 5:30pm – 9pm** **EW Lounge**  
Hors d'oeuvres, cocktails, and gifts?  
Malaia / 300 E 6<sup>th</sup> St.  
Gin Wigmore, Neon Trees, and more



- 6pm – 9pm** **New Zealand Party**  
Cocktails?  
Brush Square Park, West Tent / 409 E 5<sup>th</sup> St.
- 7 - 10pm** **Banyan Branch + Aloft Hotels SXSW Party**  
food, open bar  
Aloft Hotel / 11601 Domain Dr.  
7pm: Lost In The Trees, 8pm: Athlete, 9pm: Hurricane Bells
- 7pm – 12mid** **Psychwave**  
beer  
Dominican Joe / 515 S. Congress Ave.  
7pm inside Julie Byrne, 7:30pm outside Blissed Out, 8pm inside Quilt, 8:30pm outside Many Mansions, 9pm inside Lord Jeff, 9:30pm outside Beach Fossils, 10pm inside The Points North, 10:30pm outside Truman Peyote, 11pm inside Quiet Hooves, 11:30pm outside Prince Rama
- 8pm - 2am** **The Austin Imposition**  
beer?  
The Longbranch Inn / 1133 E 11<sup>th</sup> St.  
Thee Oh Sees - 1 am, Woods - 12 midnight, The Fresh & Onlys - 11 pm, Girls at Dawn - 10:15 pm, Total Slacker - 9:30 pm, A Sunny Day in Glasgow - 8:45 pm, Teengirl Fantasy - 8 pm
- 8pm - 2am** **Do It To It 3**  
beer?  
Silhouette / 718 Congress Ave.  
8pm Jimmy 2 Times, 8:45 DJ Pump + DJ Hedspin, 9:30 DJ Mel, 10:15 Mike 2600, 11pm Prince Klassen, 11:45 Smalltown Romeo, 12:30am Cubic Zircona, 1:15 Bird Peterson
- 8:30pm - 2am** **GigaCrate SXSW 2010**  
beer?  
Beso Cantina / 307 W 5<sup>th</sup> St  
1:15-2 LAZRtag, 12:45-1:15 NicNack, 11:15-12 Daedelus, 10:30-11:15 Ghosts on Tape, 10-10:30 Tate La Rock, 8:30-10 Aether, Oy, Yppah
- 8:45pm - 2am** **Poptarts Suck Toasted and I Rock I Roll Entertainment for the Badgeless Party**  
beer?  
Creekside Lounge / 606 E 7<sup>th</sup> St.  
8:45pm Million Young, 9:30pm Dinosaur Feathers, 10:15pm Twin Sister, 11:00pm Songs, 11:45pm Bridges and Powerlines, 12:30am Princeton, 1:15am Drink Up Buttercup

### **Friday, March 19th**

- 11am - 7pm** **SXSW Takes Over IFC**  
Continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone and laptop charging stations, and a photo booth  
IFC Crossroads House / 612 Brazos St.  
12pm The Middle East, 3pm Broken Social Scene
- 11am – 7pm** **Showdown At Cedar Street**  
drinks, BBQ  
Cedar Street Courtyard / 208 W. 4<sup>th</sup> Street  
12:00 Nneka, 1:00 Band of Skulls, 1:50 Delta Spirit, 2:40 The Temper Trap, 3:30 Local Natives, 4:20 BRMC, 5:15 Dr. Dog
- 11am – 9pm** **John Conquest's 3<sup>rd</sup> annual Coast Music**  
beer?  
Opal Divine's Penn Field / 3601 S. Congress Ave Ste K  
11- Janine Wilson, noon – Mary Battiata, 1 – Jo Carol Pierce, 2 – Jim Patton & Sherry Brokus, 3 – Rod Piccott, 4 Amanda Shires, 5 – Larry Lange & His Lonely Knights, 6 – Mitch Jacobs Band, 7 – Phil Lee, 8 – Rick Broussard's Two Hoots & A Holler, 9 – Freddie Steady 5
- 11:30am – 4pm** **The 4<sup>th</sup> Annual Morning After Party presented by Front Gate Tickets and Sustainable Waves**  
breakfast tacos, bloody Marys, beer  
Front Gate Tickets parking lot / 1711 South Congress Ave.  
11:45 – 12:15 Joe Pug, 12:30 – 1 Wendy Darling, 1:15 – 1:45 White Dress, 2 – 2:40 Dawes, 3 – 3:30 Titus Andronicus
- 12 - 5pm** **Relix Day Party**  
beer?  
Antone's / 213 W 5<sup>th</sup> St.  
The Statesboro Revue, Everest, The Watson Twins, Minus the Bear, Citizen Cope, Jonathan Tyler & The Northern Lights
- 12 – 5pm** **Village Voice Media SXSW Party**  
food, drinks w/ RSVP  
La Zona Rosa / 612 W. 4<sup>th</sup> St.  
The XX, Superchunk, The Pains of Being Pure At Heart, Surfer Blood
- 12 - 5pm** **SXSW Music Stimulus Party 2010**  
open bar, Mexican food buffet  
The Parish / 214C E. 6<sup>th</sup> St.  
Theory of Flight, Dave Schulz, Neighborhood bully's, Bob Pressner, Jennie Laws, King Hell, 650 North



- 12 – 5:30pm** **MPress Records Showcase**  
beer?  
Soho Lounge – 217 E. 6<sup>th</sup> St.  
Rachael sage, Seth Glier, Katie Costello, The Mieka Canon, The Paper Raincoat, Melissa Ferrick, The Kin?
- 12 – 6pm** **End Of An Ear Instores**  
beer?  
End Of An Ear / 2209 S. 1<sup>st</sup> St.  
12pm TBA, 1pm Slumberland Records presents Devon Williams, Brown Recluse, Summer Cats, 3pm Blessure Graves, 4pm Dutches & The Duke, 5pm Eferklang
- 12 – 6pm** **HearYa's and Woods Entertainment SXSW Day Party**  
beer?  
Beauty Bar / 617 East 7<sup>th</sup> St.  
The Deep Dark Woods, The Mother Hips, Lissie, Joe Pug, The Low Anthem, Ben Nichols, Murder By Death, Gringo Star, Love Language
- 12 – 6pm** **SPIN Party**  
BBQ, drinks  
Stubb's / 801 Red River St.  
Hole, Sharon Jones and the Dap-Kings, Fucked Up, Miike Snow, Rogue Wave, and Foxy Shazam
- 12 – 6pm** **Little Radio Presents**  
beer, bloody Marys  
The Red-Eyed Fly / 715 Red River St.  
5:20-6:00 TBA, 4:50-5:20 The Upsidedown, 4:20-5:00 Spindrift, 3:50-04:20 Jason Simon (Dead Meadow), 3:20-4:00 Warpaint, 2:50-3:20 Serena Maneesh, 2:20-3:00 Darker My Love, 1:50-2:20 Restavrant, 1:20-2:00 Dead Confederate, 12:00-1:20 Tenlons Fort + Manhattan Murder Mystery
- 12 - 6pm** **Paste/Vanguard/Sugar Hill Party**  
The Belmont / 305 W. 6<sup>th</sup> St.  
giveaways and UV Vodka  
1:00-1:30 Bobby Bare Jr w/Special Guest Tribute to Shel Siverstein, 1:35-2:05 Sarah Jarosz, 2:10-2:40 Daphne Willis, 2:45-3:15 Sarah Borges & the Broken Singles, 3:20-3:50 The Living Sisters, 3:55-4:25 The Watson Twins, 4:30-5:00 Black Prairie, 5:05-6:00 Greg Laswell
- 12 – 6pm** **Music By The Slice 2009**  
beer?  
Homeslice Pizza / 1415 S. Congress Ave.  
Lou Barlow, The Cave Singers, Miles Kurosky, The Lonely Forest, Wye Oak, Jukebox the Ghost, Generationals, Phantogram, Woodhands, Let's Wrestle, Slow Club, A Giant Dog, Movits!
- 12 – 7pm** **The Everloving Party**  
beer?  
Design Within Reach / 200 W. 2<sup>nd</sup> St.  
Acid Mothers Temple, The Entrance Band, The Growlers, The Mynabirds, Garotas Suecas, The Silent League, Drawlings, Pearl Harbor, Leslie and the Badgers, The Whitsundays
- 12 - 7pm** **Paisley Umbrella 2nd Annual International Psych Out**  
drinks  
Sonny's Vintage / 2928 Guadalupe St.  
Jenni D. and The Delinquents, Downbeat 5, Right Ons, Dave Bone and The Troublemakers w/ special guest Thunderbolt Patterson, Thee Vicars, Deleted Waveform Gatherings, The Hounds Below
- 12 – 7pm** **Rajiwoldr**  
chair massages, food, drinks  
Jovita's / 1619 S. 1<sup>st</sup> St.  
12pm Canja Rave, 12:30 Kasey Anderson, 12:45 Billy Harvey, 1:00 Ivan Julian, 2:00 Nakia, 2:30 Mclmore Avenue, 3:00 The Lost Soul Revue, 3:30 Richard Barone, 4:00 Steve Poltz, 4:30 Mumiy Troll!, 5:00 Bluebonnets, 5:30 Victoria Williams + Special Guests, 6:00 Michael Des Barres + Special
- 12 – 8pm** **Levi's/Fader "The Fort 2009"**  
drinks  
Pine Street Station (aka Fader Fort) / 1101 E. 5<sup>th</sup> St.  
1:00 p.m. - Cool Places Sound System (DJ), 1:30 - Love of Diagrams, 2:15 – Japandroids, 3:00 - Tanlines (DJ), 3:45 - The Drums, 4:30 - The Very Best, 5:00 - Jokers of the Scene (DJ), 5:15 – XYX, 6:00 - Marina & The Diamonds, 6:45 - Fool's Gold, 7:30 - Midnight Madness
- 12 – 8pm** **Iheartcomix/Jelly/Mad Decent "Austin Carniville"**  
drinks, rides, games, American Apparel Flea Market  
MACC / 600 River St.  
Major Lazer, The Walkmen, Diplo, Glass Candy, tons more
- 12 – 9pm** **Mess With Texas**  
drinks  
The MWTX Lot / 1001 E. 6<sup>th</sup> St.  
Man Man, Billy Bragg, Man... or Astro-Man?, Frightened Rabbit, Black angels, Yacht, The Bronx, Grupo Fantasma, Admiral Radley, lots more



- 12 – 9:15pm** **Sin City Social Club's 8<sup>th</sup> Annual Day Party**  
Cold beer/refreshments, Freebirds World Burrito?  
Maria's Taco Xpress / 2529 S Lamar Blvd.  
12 - 12:20 Allen Thompson, 12:35 -12:55 Citizen Band, 1:10 - 1:30 Anne McCue, 1:45 - 2:05 The Mighty Stef,  
2:20 - 2:40 Ruby James, 2:55 - 3:15 Austin Collins, 3:30 - 3:50 Stonehoney, 4:05 - 4:25 Shurman, 4:40 - 5:00  
Deadman, 5:15 - 5:35 The Mother Truckers, 5:50 - 6:10 Mike Stinson w/ Jesse Dayton, 6:25 - 6:45 The Trishas,  
7:00 - 7:20 Elizabeth Cook, 7:35 - 7:55 The Deep Vibration, 8:10 - 8:30 Knuckle Yummy, 8:45 - 9:15 Charlie  
Terrell & The Murdered Johns
- 12pm - 2am** **The Hype Machine's Lose Control 2**  
Vitamin Water  
Vice / 302 E 6<sup>th</sup> St.
- 12:30 - 7:00pm** **My Old Kentucky Blog Presents: Pumps and A Bump**  
Taco Cabana, Sweet Leaf Tea, Southern Comfort?  
Peckerheads / 402 E. 6<sup>th</sup> St.  
12:30 Beach Fossils, 1:00 Lemonade, 1:30 The Diplomats of Solid Sound, 2:00 Holy Fuck, 2:45 Burnt Ones,  
3:25 Jookabox, 4:05 Andy D, 4:45 Hollywood Holt, 5:20 Banjo Freakout, 6:05 Hood Internet, 7:00 Glitch Mob
- 1 – 5:30pm** **Berklee College of Music**  
beer?  
Friends / 208 E. Sixth St.  
Audible Mainframe, th Young Republic, Nini & Ben, Stefan Wm and Jordan Tarrant, Ann Driscoll, Love Like  
Fire, and Shayna Zaid & the Catch
- 1 – 5:30pm** **End Of An Ear Instores**  
beer?  
End Of An Ear / 2209 S. 1<sup>st</sup> St.  
?
- 1 – 6pm** **RM64 Pary**  
drinks  
Dirty Dog Bar / 505 E. 6<sup>th</sup> St.  
4:20 Twin Atlantic, 3:40 Jaguar Love, 3:00 Fitz & the Tantrums, 2:20 Gordon Voidwell, 1:40 Jonneine Zapata,  
1:00 One Pin Short
- 2 – 5pm** **Showcasing Scotland**  
beer?  
Latitude 30 / 512 San Jacinto  
Broken Records, Twin Atlantic, Young fathers, Fangs, The Law
- 2 – 6:30pm** **Waterloo Records Instores**  
Shiner beer  
Waterloo Records / 600A N. Lamar Blvd.
- 2 – 11:55pm** **Giant Steps / Thunderbird Coffee Manor Road UNOFFICIAL SXSW SHOWCASES**  
beer?  
2200 Manor Road  
Coyote Kolb, Crooks, At Any Speed, The Makeout Party, Frank Smith, Eldridge Rodriguez, Jacob Jones,  
Ashley Gold, TypeFighter
- 2pm – 4am** **The Purevolume.com House**  
drinks  
The Purevolume.com House / 323 E. 2<sup>nd</sup> St.  
2pm Conditions, 3pm Lovedrug, 4pm The Honey Brothers, 5pm This Will Destroy You, 6pm Henry Clay People,  
7pm The Invisible, 12am Steel Train, 1am Serena Maneesh, 2am The Constellations, 3am The XX (DJ Set)
- 3 – 8pm** **Sound On Sound instores / 106 E. North Loop Blvd.**  
beer?  
Yuppies, Penetracion Cosmica, Absinthe Minds, Zola Jesus, Los Llamarda
- 3pm - 12mid** **Dickies Sounds**  
beer?  
Lustre Pearl / 97 Rainey St.  
Live poster printing, good 'ol taco truck  
3 - Greg Laswell, 4 - Dios, 5 - Warpaint, 6 - Rogue Wave, 9 - Here We Go Magic, 10 - Surfer Blood,  
11 - Broken Bells, 12mid - She & Him
- 3pm - 12mid** **Q Division and HOG Showcase**  
drinks  
The Ginger Man / 301 Lavaca St.  
Jenny Dee, The Right Ons, The Chevelles, The Bellrays, Cracker
- 4pm – 4am** **South X South Mess**  
beer  
21st St. Co-Op / 707 W 21<sup>st</sup> St.  
4pm Signals, 4:45 AA, 5:30 All Tiny Creatures, 6:15 Electric Electric, 7:00 Screens, 7:45 Collections of Colonies  
of Bees, 8:30 Daniel Francis Doyle, 9:15 Zorch, 10:00 Ume, 10:45 Still Life Still, 11:30 Pattern is Movement,  
12:15 DD/MM/YYYY, 1:00 Maps and Atlases, 2:00 A Sunny Day in Glasgow, 3:00 Andrew WK



- 5 - 8pm** **Sin City Social Club's 8<sup>th</sup> Annual Day Party**  
Cold beer/refreshments, Freebirds World Burrito?  
Parking Lot of St. Vincent de Paul Vintage Boutique & Thrift Store / 1327 S. Congress Ave.  
5pm Uncle Lucius, 6pm Dave Insley's Careless Smokers, 7pm Leslie & The Badgers
- 9pm – 2am** **Crème De La Creme**  
drinks  
Malverde / 400B W. 2<sup>nd</sup> St.  
Raekwon, Pac Div, U-N-I, Blu, J Davey, Mickey Factz, Kidz In The Hall, Hollywood Holt, Mike Posner and the Braintrust, He Say She Say, Dude Royal, Hey Champ, DJ sets Mike Relm, Million \$ Mano
- Saturday, March 20th**
- 11 – 3:30pm** **East Meets Fest**  
beer?  
Uchi / 801 S. Lamar Blvd.  
The Authors, The Red Boys
- 11 – 4pm** **Rachael Ray's "Feedback"**  
food, drinks  
Stubb's / 801 Red River St.  
She & Him, Jakob Dylan and Three Legs feat. Neko Case & Kelly Hogan, Street Sweeper Social Club, Andrew W.K., Dr. Dog, School of Seven Bells, Local Natives, Justin Townes Earle, J. Roddy Walston and The Business, Bob Schneider, The Cringe, Steve Conte & The Crazy Truth, Freelance Whales, Pearly Gate Music, Lawrence Arabia, The Orion Experience, Shayna Zaid & The Catch and Mishka
- 11am – 7pm** **Showdown at Cedar Street Courtyard**  
drinks, BBQ  
208 W. 4<sup>th</sup> St.  
11 – 1 Julia Marcell, L. Stad, Pustki, 1 – Children Collide, 1:50 - Codeine Velvet Club, 2:40 – Athlete, 3:30 – The Constellations, 4:20 – The Boxer Rebellion, 5:15 – Frightened Rabbit
- 11am - 7pm** **SXSW Takes Over IFC**  
Continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone and laptop charging stations, and a photo booth  
IFC Crossroads House / 612 Brazos St.  
12pm The Antlers, 2:30pm Frightened Rabbit, 6pm Holly Miranda
- 11 – 9pm** **John Conquest's 3<sup>rd</sup> annual Coast Music**  
beer?  
Opal Divine's Penn Field / 3601 S. Congress Ave Ste K  
11 – DeSoto Rust, noon – Ruthie & The Wranglers, 1 Jim Stringer & AM Band, 2 – Dave Insley & The Careless Smokers, Teri Joyce & The Tagalongs, 4 – Mike Stinson, 5 – Ethyl & The Regulars, 6 – Li'l Mo & The Monicats, 7 – Arty Hill & the Pearl Dusters, 8 – Stone River Boys, 9 – Sarah Borges & The Broken Singles
- 11:30am – 4:30pm** **Sweden Goes SXSW Day Party!!!**  
beer?  
Antone's / 213 W 5<sup>th</sup> St.  
12pm-12:30 Jonna Lee, 12:45-1:15 Last Days of April, 1:30-2:00 Francis, 2:15-2:45 Movits, 3:00-3:30 Adam Tensta, 3:45-4:30 Timbuktu & Chords and Looptroop
- 12 – 2pm** **PRS For Music Foundation / British Music Abroad Brunch Brunch**  
drinks  
Latitude 30 / 512 San Jacinto  
The Crookes, Broadcast 2000, Allo Darlin'
- 12 - 5pm** **Front Gate Tickets & Sustainable Waves Presents**  
drinks  
Front Gate Tickets Parking Lot / 1711 S Congress Ave.  
12pm - Jay Nash, Joey Ryan & sepcial guest, 12:30 - Laura Jansen, 1PM - TEN OUT OF TENN\*, 2PM - Cary Brothers, 2:30 - Wendy Darling, 3PM - TEN OUT OF TENN\*, 4PM – Meiko, 4:30 - The Rescues
- 12 - 5pm** **ReadyMade Magazine and Creative Allies Present:**  
beer  
Palm Door / 401 Sabine St.  
12:15p - Anais Mitchell, 1p - Sarah Jaffe, - 1:30p - Bird & Batteries, 2:30p - Everest, 3:30p - Matt Morris, 4:30p - Carney
- 12 – 5pm** **End Of An Ear Instores**  
beer?  
End Of An Ear / 2209 S. 1<sup>st</sup> St.  
12pm Light Pollution, 1pm Toro Y Moi, 2pm Dinosaur Feathers, 3pm Peter Wolf Crier, 4pm Home Blitz
- 12 – 5pm** **Standard Recording**  
beer  
Shakespeare's Pub / 314 E. 6<sup>th</sup> St.  
12 – Metavari, 12:45 – Dead Beats, 1:30 – Burnt Ones, 2:15 – Thunderhawk, 3 – Bridges & Powerlines, 3:45 – Amo Joy, 4:30 – Husband & Wife
- 12 – 5:30pm** **MPress Records Showcase**  
beer?  
Soho Lounge / 217 E. 6<sup>th</sup> St.  
Rachael Sage, Seth Glier, Katie Costello, The Miekka Canon, The Paper Raincoat, Melissa Ferrick, The Kin



- 12 - 6pm**      **“Attitude Adjustment”**  
beer?  
Red 7 / 611 E 7<sup>th</sup> St.  
Inside: 5:30 p.m. - Black Milk, 4:30 – Buckshot, 3:45 - Trash Talk, 3:00 - Iron Age, 2:15 - Touche Amore, 1:30 – Torae, 12:45 - Alpha & Omega; Outside: 5:00 p.m. - The Gates of Slumber, 4:15 – Priestess, 3:30 – Nebula, 2:45 - Bison BC, 2:00 – Howl, 1:15 – Liturgy, 12:45 - Naam
- 12 - 6pm**      **SxSeattle**  
drinks  
The Beauty Bar / 617 E. 7<sup>th</sup> St.  
The Cave Singers, Dutchess & The Duke, Rocky Votolado, The Lonely Forest, The Moondoggies, Visqueen, The Maldives, Grand Hallway, Staxx Bros, Dyme Def, Mash Hall, Grynch, Macklemore, THEESatisfaction and Dark Time Sunshine
- 12 – 6pm**      **Vestel SXS**  
beer?  
The Longbranch Inn / 1133 East 11<sup>th</sup> St.  
The Icarus Line, Mini Mansions, Chew Lips, Darker My Love, Dios, Travis Keller / DJ
- 12 – 6pm**      **Music By The Slice 2009**  
beer?  
Homeslice Pizza / 1415 S. Congress Ave.  
Admiral Radley, The Henry Clay People, The Happy Hollows, Elliot Brood, Pomegranates, Quasi, Winter Gloves, Peter Wolf Crier, Jeremy Messersmith, Letting Up Despite Great Faults, Idyllists, La Strada
- 12 – 6pm**      **Harley Does Austin**  
beer, drawing to win a Harley-Davidson Forty-Eight  
Club DeVille / 901 Red River St.  
Priestess, Thee Oh Sees, River City Tan Lines, Bear Hands
- 12 – 8pm**      **Levi’s/Fader “The Fort 2009”**  
drinks  
Pine Street Station (aka Fader Fort) / 1101 E. 5<sup>th</sup> St.  
1:00 p.m. - Lemonade (DJ), 1:30 - Memory Tapes, 2:15 - Tamaryn, 3:00 - Dam-Funk, 3:00 - Poirier (DJ), 3:45 - Salem, 4:30 - Dum Dum girls, 5:15 - Chico Mann, 6:00 - Washed Out, 6:45 - Real Estate, 7:00 - A Trak (DJ), 7:30 - To be announced, 8:30 - To be announced
- 12 – 8pm**      **Iheartcomix/Jelly/Mad Decent “Austin Carniville”**  
drinks, rides, games, American Apparel Flea Market  
MACC / 600 River St.  
Major Lazer, The Walkmen, Diplo, Glass Candy, tons more
- 12 - 8pm**      **40 Watt Party**  
drinks  
The Side Bar / 602 E. 7<sup>th</sup> St.  
Vic Chesnutt Stage: Modern Skirts, James Husband, Warpaint, J Roddy Walston & The Business, Camper Van Beethoven, Dead Confederate, The Whigs, Ruby Isle  
Jerry Fuchs Stage: Lera Lynn, Holy Liars, Jonny Corndawg, Futurebirds, Gift Horse, Twin Tigers, Ponderosa  
Jon Guthrie Stage: Spring Tigers, Quiet Hooves, Reptar, Packway Handle Band, Venice is Sinking, The Tenant, American Cheeseburger, Savagist
- 12 - 8pm**      **Press Here & Domino Publishing Present The Garden Party**  
food, drinks  
The French Legation / 802 San Marcos St.  
Frightened Rabbit, Yacht, Sweet Apple, Karen Elson, Gruff Rhys, The Kissaway Trail, Admiral Radley, Villagers, Malachai, Laurel Collective
- 12 – 9pm**      **Mess With Texas**  
drinks  
The MWTX Lot / 1001 E. 6<sup>th</sup> St.  
GWAR, Andrew WK, Fucked Up, Crystal Antlers, Neon Indian, Japandroids, Holy Fuck, The Soft Pack, We Were Promised Jetpacks, lots more
- 12 - 9pm**      **Do512 & Shiner Present: “The Big One 2010”**  
Free Drinks from Shiner and Deep Eddy Vodka  
The Compound / 1300 E. 4<sup>th</sup> St.  
Holy Fuck, Warpaint, The Hood Internet, Royal Bangs, Miss Li, WhoMadeWho
- 12pm - 2am**      **The Hype Machine’s Lose Control 2**  
Vitamin Water  
Vice / 302 E 6<sup>th</sup> St.
- 1 – 5pm**      **Samsung/Stereogum Present “Range Life”**  
drinks  
The Parish / 422 E 6<sup>th</sup> St.  
Ben Gibbard, Wye Oak, The Morning Benders
- 1 – 8pm**      **Knuckle Rumbler with Rhapsody.com Presents**  
Taco Cabana, Sweet Leaf Tea, Southern Comfort?  
The Rumbler Lounge at Peckerheads / 402 E 6<sup>th</sup> St.  
1pm Dam-Funk, 1:30 Samuel, 2:00 LIONS, 2:40 Casxio, 3:15 Howlies, 3:55 Woodhands, 4:35 Sleepy Sun, 5:15 Solid Gold, 6:00 Rye Rye, 7:00 Cool Kids



- 1 – 10:30pm** **Six Stages Over Texas “2 Day Block Party Benefiting Yele Haiti”**  
beer?  
Block Party on San Antonio St. Behind Cream Vintage @ Hole in The Wall
- 2 – 11:55pm** **Giant Steps / Thunderbird Coffee Manor Road UNOFFICIAL SXSW SHOWCASES**  
beer?  
Thunderbird Coffee / 2200 Manor Rd.  
Tumbledown, Mike Hale, Jared Grabb, Unwed Fathers, Salesman, The Upper Echelon, Derek Hoke, Mrs. Glass, Trans – Atlas, Saw Wheel, Melissa Holt
- 2pm – 4am** **The Purevolume.com House**  
drinks  
The Purevolume.com House / 323 E. 2<sup>nd</sup> St.  
2pm Matt Loweel, 2:40 The Love Language, 3:30 April Smith and The Great Picture Show, 4:15 Jason Poe from Jets Under Fire, 5:00 Joe Purdy, 6:00 Rocky Votolato, 6:50 Special Guests, 7:15 Special Guests, 12mid Miles Benjamin Robinson, 1:00 The Postelles, 2:00 Holy Fuck, 3:00 Crystal Fighters
- 3 – 6pm** **The Orchard’s “Shore Leave”**  
beer, margaritas  
Capital Cruises @ the Hyatt boat dock / 208 Barton Springs Rd.  
docked from 3-4pm, sailing from 4-5pm
- 3 – 6pm** **Dickies Sounds**  
beer?  
Lustre Pear / 97 Rainey St  
Live Poster Printing, Good 'Ol Taco Truck  
3 - Golden Triangle, 4 - The Will Destroy You, 5 - Oh No Ono, 6 - Sondre Lerche
- 3 – 6pm** **Liverpool Sound City, The Best of The Northwest**  
beer  
Latitude 30 / 512 San Jacinto St.  
Wave Machines, Everything Everything, John Smith, Suzukis, The Lovely Eggs, Ten Bears
- 4:20 – 7:30pm** **Chop Shop/Atlantic presents:**  
drinks  
Brush Square Park, East Tent / 409 E 5<sup>th</sup> St.  
4:20-4:40 Mackintosh Braun, 4:55-5:14 Scars on 45, 5:30-6:00 Marina & The Diamonds, 6:15-6:45 Robert Francis, 7:00-7:30 Fanfarlo
- 5 – 8pm** **Sin City Social Club’s 8<sup>th</sup> Annual Day Party**  
Cold beer/refreshments, Freeblrds World Burrito?  
Parking Lot of St. Vincent de Paul Vintage Boutique & Thrift Store / 1327 S. Congress Ave.  
5pm The Deep Vibration, 6pm T Bird & The Breaks, 7pm Orgone, plus booty shakin’ sets from San Antonio DJ’s Super Soul Shakedown

**Sunday, March 21st**

- 11am – 7pm** **SXSW Takes Over IFC**  
Continental Breakfast, coffee bar, Wi-Fi, giveaways, cell phone and laptop charging stations, and a photo booth  
IFC Crossroads House / 612 Brazos St.  
?
- 11 – 9pm** **John Conquest’s 3<sup>rd</sup> annual Coast Music**  
beer?  
Opal Divine’s Penn Field / 3601 S. Congress Ave Ste K  
11 – Miss Tess, noon – The Rizdales, 1 – Massy Ferguson, 2 Michael Fracasso, 3 – Will T Massey, 4 – Troy Campbell, 5 – Erin Harpe, 6 – Mitch Webb & The Swindles, 7 – The Lavens, 8 – James Hand, 9 – Bill Kirchen
- 3 – 4pm** **End Of An Ear Instores**  
beer?  
End Of An Ear / 2209 S. 1<sup>st</sup> St.  
Gun Outfit
- 5 – 8pm** **Sin City Social Club’s 8<sup>th</sup> Annual Day Party**  
Cold beer/refreshments, Freeblrds World Burrito?  
Parking Lot of St. Vincent de Paul Vintage Boutique & Thrift Store / 1327 S. Congress Ave.  
Elizabeth Cook, The Mother Truckers, Shurman, Stonehoney, Deadman, Mike Stinson w/Jesse Dayton, The Trishas, Austin Collins, Anne McCue, The Citizen Band, The Mighty Stef, Ruby James, The Deep Vibration, Allen Thompson, Knuckle Yummy Charlie Terrell & The Murdered Johns

