



SXSW 2009
MUSIC AND MEDIA
Extravaganza



PLUTOPIA: An Official SXSW Event
@ Palmer Events Center
March 16th, 2009 6PM-Midnight

Plutopia is an extravaganza of music, art, and performances that will immerse all 5000 anticipated attendees in the cutting edge ideas of the future. This year's theme is "Living Systems Theory," featuring interactive bio-art, new models for human-machine communication, and sustainable technology.

"Plutopia! Best SXSW Interactive party to date."

– Stephen Moser, Austin Chronicle

An amazing variety of talent will gather from around the globe, including 5 bands presenting on 3 stages. Our performers and sponsors will engage with the high-powered SXSW crowd & local Austinites at one of the few open SXSW events. Highlights include The Heather Gold Show, Bruce Sterling, Ian McLagan & the Bump Band, the Black Pig Liberation Front, and many more.

Plutopia: Living Systems

What to expect in 2009?

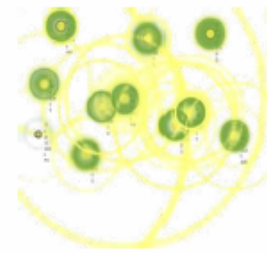
Born out of the art/futurism collective, Futurama, founded by Futurist and author, **Derek Woodgate** and Cultural Strategist and Social Commentator, **Jon Lebkowsky**, Plutopia is a collection of artists, musicians, activists, writers and futurists in Austin, Texas, all aspiring to create multiple future worldviews that will enhance our planet.

The logo for Plutopia features a stylized infinity symbol in shades of blue and white, positioned above the word "Plutopia" in a bold, white, sans-serif font on a black background.

An extravaganza of music, performances, art, and talks based upon "Living Systems Theory"

What was once the (maybe not so) mild-mannered SXSW Interactive EFF-Austin Official After-Party has morphed into a multifaceted extravaganza called "Plutopia", an exciting convergence of technology, DIY, music, art, and academics. In addition to standard party fare, performance and the arts will play a major role alongside exhibits and talks in presenting the ideas in a way that will make this yet another memorable, stimulating, and fun SXSW after event.

Way beyond the run-of-the-mill "booze and schmooze" after-party mixer, Plutopia is an ever evolving multimedia experiment of Austin-tatious proportions dedicated to a playful, yet masterful cross-pollination across verticals to bring you an immersive interactive experience event.

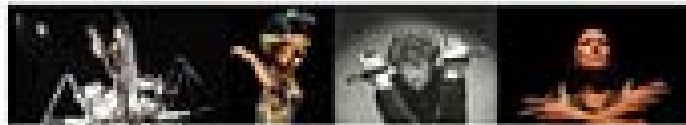


This year's Plutopian offering is themed "Living Systems." Using convergence and sustainability as its substrate, the event will explore diverse aspects and perspectives of living systems, their structure, interaction, behavior, and development, considered from the point of view of space, time, matter, information, energy, and entropy, and will embrace topics ranging from self-organizing systems, future social and local networks, human and technology fusion and augmentation, cultural and communal integration and much more.



World-renowned science fiction author, Bruce Sterling, best known for his novels and his seminal work on the *Mirrorshades* anthology, which helped define the cyberpunk genre will be showcased.

Strategic philosopher Max More is author of the *Principles of Extropy* and the *Proactionary Principle*. "Max More's ideas are very influential ... well grounded science futurism." – Ray Kurzweil



Sandy Stone from ActLab at UT-Austin, back from the Fourth International Workshop on Technologies of the Body, will perform on the frontier of cyborg, gender, and cultural studies, feminist theory, and media production.

Natasha Vita-More is known for designing the future human prototype, "Primo Posthuman". Her *trans* bioart works and theory have appeared in more than 24 televised documentaries and featured in magazines worldwide.



THE BIGGEST SXSWi PARTY
 AN EXTRAVAGANZA OF MUSIC, ART, & PERFORMANCE
Ian McLagan & the Bump Band
 The Heather Gold Show, Bruce Sterling
 Adam Zaretsky, Max More, Stanzas, Natasha Vita-More
 The Black Pig Liberation Front, Bipsautica
 and a cast of thousands!

MON. MARCH 16, 2009 6pm-12am
PALMER EVENTS CENTER
 900 Barton Springs Road, Austin, TX 78704

www.plutopia.org FREE to Badgholders, \$10/Public

The logo for Plutopia, featuring the word "Plutopia" in a white, sans-serif font. Above the letter 'o' is a stylized, light blue infinity symbol or a similar abstract shape.

SXSW 2009
MUSIC AND MEDIA
Extravaganza



The 9th Annual EFF-Austin SXSWi After Party ***“Plutopia! – Best SXSW Interactive party to date”***

Stephen Moser, *Austin Chronicle*

Monday, March 16, 2009

6pm - midnight

Palmer Events Center

900 Barton Springs Road, Austin, Texas 78704 |

FREE to all SXSW badge holders, \$10 General Public. All welcome!

An extravaganza of music, art, & performance –

FEATURING:

Ian McLagan & The Bump Band
Bruce Sterling
Natasha Vita-More
Adam Zaretsky

The Heather Gold Show
Max More
Stanza
The Black Pig Liberation Front
Hipnautica

• • • **and a stellar host of local, national & international artists, speakers & musicians on 3 stages!** What was once the SXSW Interactive EFF-Austin Official After Party has morphed into a multifaceted extravaganza called “Plutopia”, an exciting convergence of technology, DIY, music, and art performance. In addition to standard party fare, Plutopia will be yet another memorable, stimulating, and fun SXSW event. Way beyond the run-of-the-mill after-party mixer, Plutopia is an ever evolving multimedia experiment of Austin-tatious proportions. This year’s sponsors include: [SXSWi](#), [Laughing Squid](#), [FG Squared](#), [The Futures Lab](#), [Door 64](#), [Social Web Strategies](#) and [Texas Rollergirls](#).

A portion of this year’s proceeds benefit [EFF-Austin](#) and [Urban Roots](#).



SXSW 2009 Extravaganza Sponsorship Information

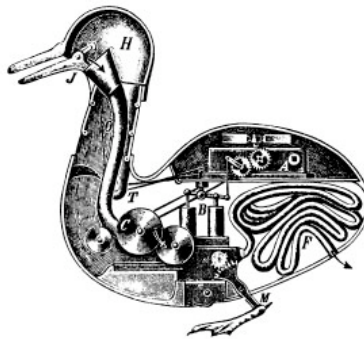
PLUTOPIA: An Official SXSW Event @ Palmer Events Center March 16th, 2009 6PM-Midnight

Plutopia is an extravaganza of music, art, and performances that will immerse all 5000 anticipated attendees in the cutting edge ideas of the future. This year's theme is "Living Systems Theory," featuring interactive bio-art, new models for human-machine communication, and sustainable technology.

"Plutopia! Best SXSW Interactive party to date."

– Stephen Moser, Austin Chronicle

An amazing variety of talent will gather from around the globe, including 5 bands presenting on 3 stages. Our performers and sponsors will engage with the high-powered SXSW crowd & local Austinites at one of the few open SXSW events. Highlights include The Heather Gold Show, Bruce Sterling, Ian McLagan & the Bump Band, the Black Pig Liberation Front, and many more.



Living Systems





Sponsorship

Plutopia is a premier marketing opportunity for sponsors to:

- 1) Drive brand recognition and desirability to international entrepreneurs, tech community, bloggers, art & culture aficionados, and the people of Austin.
- 2) Promote your company's latest offering and vision to current and potential customers. Develop new business opportunities.
- 3) Leverage a low cost, high reward entry into the excitement and buzz that SXSW generates. Sponsorships start at \$1000.
- 4) Link your company to a cutting edge event featuring world renowned artists and performers - supported by extensive pre-event promotion in the official SXSW Directory, press, and online.

- Plutopia is FREE to all SXSW Interactive, Film, and Music registrants.
- Approximately 30,000 will be directly invited and the event is open to the public for a donation of \$10 to EFF-Austin.
- 75% of SXSW Attendees are between 20 and 40 years old.
- Approximately 50% earn over \$100,000 per year.
- There were 149,000 attendees at SXSW in 2008, with SXSWi showing a 40% increase.
- SXSW 2008's positive impact on the Austin economy totaled \$103 Million.

Ask us about our sponsorship levels and work with the Plutopia team to create a customized plan for your company's specific needs.

Contact Marsha Lebkowsky for more information.
marsha@plutopia.org
512.779.3518

