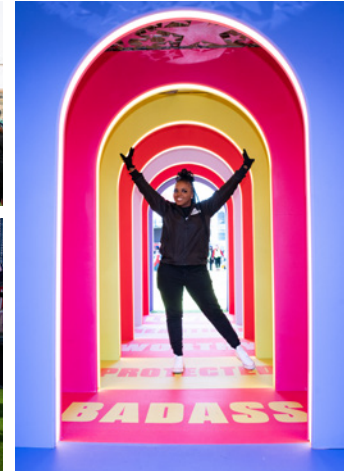


The SXSW Effect

AMAZON PRIME TAKES AUSTIN

Venue: 604 Driskill Lot

The Amazon Prime Video Experience activation proved to be a whirlwind of immersive experiences. 'The Boys' brought Diabolical's signature Vought A Burger stand and Starlight's Carousel of Dreams at Voughtland while Lizzo's 'Watch Out for the Big Grrrls' hosted glow-up and Lizzo-inspired cocktails.



BLOCKCHAIN CREATIVE LABS ICONS & INNOVATIONS

Venue: 5th and Trinity, Moody Theater

BCL and FOX Entertainment's NFT studio took over 5th & Trinity hosting a series of Web3 experiments, parties, decentralized discussions and immersive installations. While also featuring Dolly Parton at the Austin City Limits Live at the Moody Theater to launch "Dollyverse," (<https://welcometodollyverse.com/>) and chat about the release of her first novel, "Run, Rose, Run," co-written with best-selling author James Patterson, and its companion music album.

VISIT FORT WORTH HOEDOWN

Venue: Container Bar

VFW hosted discussions on fashion, film, music over free BBQ, whiskey and beer daily. A live podcast studio audience enjoyed special appearances, live music and giveaways featuring Fort Worth favorites and an upscale hotel experience.



SXSW 2023