

From mxd.dk: [MXD Networking på SPOT Festival '19] Mød Evil Twin



Inden SPOT Festival 2019 introducerer vi dig til flere af de internationale branchepersoner, som har bekræftet deres deltagelse på årets SPOT Festival. Her kan du møde Hugo Simpson fra Evil Twin.

Du kan møde alle MXD's internationale gæster til [MXD's Superbowl](#), vores årlige SPOT networking-arrangement mellem den internationale og danske musikbranche, som finder sted lørdag d. 4. maj i Aarhus Bowlinghal.

Name: Hugo Simpson

Company: Evil Twin

Title: Director

Based in: London

Can you tell us a bit about the company's history and its roster? I started Evil Twin in 2018 following a decade working various roles at music PR agencies, record labels and label services companies. We offer a range of promotions and marketing services focused around

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national U.K. radio and print/digital publicity. In addition, I run a small management and creative consultancy roster. Our current roster is a mix of various genres, from indie to metal to experimental electronic to contemporary classical, featuring artists from all around the world. Any musician that's trying to push the boundaries is someone we're interested in working with.

- and a bit about the acts you personally work with at this moment? Active radio clients at the moment are Newcastle-based rock/metal band Pigsx7 (Rocket Recordings), LA-based future funk musician Harriet Brown (Innovative Leisure) and North East UK rock outfit Pit Pony (Self Released), all who have their latest singles added to the playlist at BBC 6 Music amongst other support. We work UK PR campaigns for a handful of rising Danish artists including Jada and Anya. I am also managing Palace Winter, who have an exciting 2019/20 in the works.

What was the moment you decided you wanted to work with music? I've played instruments and been a music lover for as long as i can remember. A career in music is something I was always aiming for, and was lucky to get a break following a few years of hard graft.

What are your favourite Danish acts? Goss and School Of X. Both are incredibly talented songwriters and doing things differently to the norm. I've been very impressed with previous live performances.

Best show you've ever seen hands down? I've been lucky to see so many amazing shows i'm not sure i could say. Reading Festival 2003 has always stuck in my mind, as it was my first real experience of live music and I got to see several of the bands I loved at the time all in one place. Palace Winter's recent show sold-out show at London's Oslo was special, because it was personal — there's nothing like working hard over many years and being an integral piece of a band's rise to success.