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## **[MXD Networking @ SPOT] Meet Crack Magazine**

**Asbjørn Hæstrup** 21. april 2017

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Once again this year, we are inviting several key international industry professionals to attend SPOT Festival. All of them will be joining us at the [MXD Superball @ RADAR](#) as part of the SPOT+ programme, but until the festival kicks off on May 4th, we will be bringing you brief introductions to them, including where they come from, what companies they work for, what bands they want to check out at Spot, and much more. We look forward to seeing Louise Brailey of Crack Magazine.

**Name:** Louise Brailey

**Company:** Crack Magazine

**Title:** Head of Digital

**Based in:** Bristol

**Can you tell us a bit about Crack Magazine's history?**

Crack is a platform for contemporary culture, comprising of website and print magazine. The first print issue began in 2009.

**- and a bit about the acts/stories you have been covering lately?**

Recent cover stories include Helena Hauff, Future Islands, Rae Sremmurd, Mitski. We try to cover a very broad range of acts, from breaking grime and afrobeats artists,

experimental music to more established, indie acts, who we feel still have relevance.

**What was the moment you decided you wanted to work with music?**

When I was a teenager reading the NME, but arguably going back even further when I was obsessed with the idea of pop as escapism.

**What are your favorite Danish acts?**

I love the Posh Isolation label.

**Best show you've ever seen hands down?**

Lana Del Rey in Prague in 2013 and Pet Shop Boys at Latitude in 2011.