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Seven Bands from SXSW That Will Matter

Each year, industry insiders return from the Austin music festival singing the praises of the Next Big Thing. Here are seven bands you'll be hearing from.

by Arye Dworkin

Now that the Austin dust has settled, it's time to gain some perspective on last weekend's South By Southwest madness. Thousands of signed and unsigned bands descended on the Texas city like a swarm of locusts (locusts with demos). Ultimately, there were only a handful of bands truly worth recognizing. While Lily Allen, [Amy Winehouse](#) and the [Stooges](#) may have garnered the most press -- here are some of the bands that may have regrettably slipped through the cracks.

Who: Datarock

Where are they from? Norway

Is there a record out? Yes, but *Datarock Datarock* is only available on import and via iTunes, although, Nettwerk will release it this coming spring in the US. **_Website?** [Click Here](#)

What do they sound like? Based on the unabashed silliness of the Datarock uniform--a red hoodie, red sweatpants, and mirrored visors--this band is refreshingly brazen about having fun. Their songs reference the dance rock of [Franz Ferdinand](#), the angular zaniness of [Devo](#) and the geeky white boy funk of [Hot Chip](#). There wasn't a still person in the room.

The great moment: When front man Fredrik Saroea riled the crowd up into a frantic clap-along.