



SXSW ANNOUNCES 2026 GRULKE PRIZE WINNERS

2026 Honorees Include Angela Autumn, La Texana and Los Lobos

March 19, 2026 | Austin, Texas — **South by Southwest® (SXSW®)** today announced the honorees of the 12th annual Grulke Prize, developed in honor of former Creative Director Brent Grulke, who passed away on August 13, 2012. Brent's love of music and the spirit of the festival is reflected in the three prize categories: Developing Artist, Developing International Artist, and Legacy Artist.

"SXSW had one of our biggest years yet for country music in 2026, and our festival continues to be one of the biggest champions of current Latin music. We are thrilled to honor rising artists like **Angela Autumn** and **La Texana**, two emerging talents in their respective genres," said **Brian Hobbs**, VP of Music at SXSW. "SXSW is also a place where we honor the achievements of the greats, and **Los Lobos** are the definitive pioneers weaving Latin influence into the fabric of American rock and roll. Los Lobos helped pave the way for the explosion of bilingual music, and we were honored to have them here at SXSW."

The Grulke Prizes for Developing Artists

The Developing Artist Prizes honor artists who are breaking new ground with their creativity and show the most promise in achieving their career goals.

The 2026 Developing Artist winner is **Angela Autumn**.

The Nashville-based singer is at the forefront of the next generation of alt country artists pushing the genre forward in new and exciting ways. Autumn played to raucous crowds and rave reviews this year with showcases performances with Armadillo World Headquarters, Deloyd Elze x Make Out Music and High Road Touring.

[Angela Autumn](#) is a songwriter and banjo player from a forgotten steel town. Strongly tied to the buried stories of her childhood, her dark country songs reinvent folk tradition through the lens of eco-feminist transcendentalism. The singer's straightforward lack of pretension speaks from the vantage point of the outsider— and, often — the sounds of the unspoken.

The 2026 Developing International Artist winner is **La Texana**.

With four performances across three nights at SXSW 2026, including showcases with KEXP's El Sonido Live!, Vinilious Records and AS Colour + Monster Children, La Texana performed for packed crowds and showed off his unique Mexican post-punk sound.

[La Texana](#), the music project of José Ramírez, was born in 2021 in Tijuana, Baja California. At 17, with just a laptop and guitar, he began recording music inspired by Spanish alternative rock and post-punk influences. He debuted with *Nunca He Sabido Amar*, and in 2023 released his first EP, *Morro*, featuring *Un Día Como Hoy*, now with over 6.5 million streams. In 2025, La Texana released his first full-length album, signed by the Spanish label Sonido Muchacho "*La Casa Que Cae*," a 10-track record exploring identity and new beginnings, reaching over 8 million streams. It includes standout tracks like *Terco*, *El Sol*, and *Dispara*. In May, he performed a sold-out debut at Lunario of Auditorio Nacional and is now touring across Mexico (40+ cities) and 7 countries, with more dates to come. La Texana is currently preparing for his biggest show yet at Teatro Metropolitano in February 2026. His style continues to evolve, blending vulnerability and nostalgia, while connecting with a new generation of Mexican musicians and growing an international audience.

The Grulke Prize for Legacy Artist

The Legacy Artist Prize is for an established artist who appeared at SXSW to launch a new project or reintroduce themselves.

The 2026 Career Act winner is **Los Lobos**.

The journey of Los Lobos began in 1973 playing revved-up versions of Mexican folk music in restaurants and at parties. The band evolved in the 1980s as it tapped into L.A.'s burgeoning punk and college rock scenes. Over their career, Los Lobos has become known for sharp artistic turns and daring and diverse albums. Los Lobos has sold millions of records, won prestigious awards and made fans around the world. But perhaps its most lasting impact will be how well its music embodies the idea of America as a cultural melting pot. In it, styles like son jarocho, norteño, Tejano, folk, country, doo-wop, soul, R&B, rock 'n' roll and punk all come together to create a new sound that's greater than the sum of its parts.

Los Lobos performed an intimate set at the iconic Continental Club at SXSW 2026 in support of "*Los Lobos Native Sons*," the definitive, authorized chronicle of one of America's most enduring, genre-defying bands. Tracing Los Lobos' rise from East L.A. streets to global acclaim, the film offers unprecedented access to their archives and an intimate look at the brotherhood driving their journey. Through electrifying performances and candid interviews—with Linda Ronstadt, Rubén Blades, Tom Waits, Dolores Huerta, Danny Elfman, Jackson Browne, Cheech Marin, Edward James Olmos, Peter Dinklage, George Lopez, and more, the film celebrates their legacy as cultural trailblazers blending rock, roots, and Mexican traditions into a sound uniquely their own.

Previous Grulke Prize winners include Haim, Chvrches, Courtney Barnett, Jade Bird, Estevie, Leon Bridges, Anderson .Paak, Jain, Iggy Pop, Damon Albarn, Spoon, and Dolly Parton.

About SXSW

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is known worldwide for conferences and festivals that celebrate the

convergence of technology, film and television, music, education, comedy and culture. The annual event serves global professionals through sessions, showcases, screenings, exhibitions, and networking that consistently generates unexpected discoveries when diverse communities come together. SXSW 2026 runs March 12-18 in downtown Austin, preceded by SXSW EDU March 9-12. Learn more at sxsw.com.

SXSW continues to connect creative communities around the world through its flagship event in Austin and SXSW London, which launched in 2025—reflecting SXSW’s commitment to fostering meaningful exchange across culture, technology, and creativity.

SXSW 2026 is Driven by Rivian.

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