ALISON BROWN QUINTET

“Like James Taylor’s voice or B.B. King’s guitar, Alison Brown’s banjo is an instrument possessed of a unique some signature and an inescapable beauty… An artist who never ceases to delight.” says Billboard Magazine.

BAD LUCK JONATHAN

Jon Langford’s new Space Rock socialistVoodoo project features contributions from Phil Wandscher (ex-Whiskeytown), Martin “Blues-hamna” Billheimer, Joe and Alan from the Waco Brothers and fellow Mekon Sally Timms as a predictable guest vocalist.

BÉLA FLECK & ABIGAIL WASHBURN

Just in case you aren’t familiar with Béla Fleck, there are some who say he’s the premier banjo player in the world. If American old-time music is about taking earlier, simpler ways of life and music-making as one’s model, Abigail Washburn has proven herself to be a bracing example.

BILL KIRCHEN & TOO MUCH FUN

Named “an American treasure” by Rolling Stone and “a Titan of the Telecaster” by Guitar Player Magazine, Grammy nominated guitarist, singer and songwriter Bill Kirchen drove the Commander Cody classic ‘Hot Rod Lincoln’ into the Top Ten with his blistering guitar, then went on to perform with Nick Lowe, Emmylou Harris, Doug Sahm, Elvis Costello and many more.

BLACKIE & THE RODEO KINGS

Blackie & The Rodeo Kings originally formed in 1996 when Colin Linden, Stephen Fearing and Lee Harvey Osmond came together to record what was supposed to be a one-off tribute album to the great Canadian songwriter Willie P. Bennett. “The sum is indeed greater than its parts… and the parts are as good as they get!” - Lee Harvey Osmond

BLUE RODEO

Over the course of their nearly 30-year career, Toronto’s Blue Rodeo has sold in excess of four million records and won 11 JUNO Awards, establishing themselves as one of the premier bands in Canadian music history.

BONNIE “PRINCE” BILLY & THE CAIRO GANG FEATURING DAWN MCCARTHY

It was in Iceland about a decade ago that Bonnie, Cairo, and Dawn McCarthy of Faun Fables first found themselves in a room together creating shit* Since then, Bonnie and The Cairo Gang made the inestimable “The Wonders of the World,” with recordings and live appearances around the developed Western world occurring along the way.

BRUCE COCKBURN

Over the course of four decades, the celebrated Canadian artist has traveled to the corners of the earth out of humanitarian concerns - often to trouble spots experiencing events that have led to some of his most memorable songs.

BUCKWHEAT ZYDECO

Grammy-winner Buckwheat Zydeco (a.k.a. Stanley Dural, Jr.) is the preeminent ambassador of Louisiana’s Zydeco music. If you’ve gotten into Zydeco music, or felt its influence, or watched the world celebrate this great aspect of Louisiana culture over the past 30 years it’s likely been because of Buckwheat Zydeco.

BUDDY MILLER & FRIENDS WITH DOUG SEEGERS, SAM PALLADIO & MCCRARY SISTERS

Buddy has been at the fulcrum of much of the best music to emerge from Nashville (and well beyond) since he moved there in 1993, playing indispensable roles with Shawn Colvin, Emmylou Harris, Lucinda Williams, Steve Earle, Patty Griffin, and Robert Plant. “When I first heard Doug Seegers’ voice, so full of soul and raw emotion, I was stunned. This man has lived these songs, not in his imagination but every long day over many hard years. He stands before you now - ready to testify. Listen and believe.” - Emmylou Harris

A young Cornish actor and singer-songwriter, Sam Palladio stars as Gunnar Scott on ABC’s Nashville and has had a recurring role on BINGE/Showtime’s Episodes alongside Matt LeBlanc.

BUILT TO SPILL

With the complexity and variety of music they have created, Built to Spill endeavors to make songs interesting to themselves and their audience. They hope that the band will remain special and that people will discover the music for themselves.

CAITLIN ROSE

Inspired by classic country musicians, misunderstandings, break ups, mystical landmarks and the constantly evolving landscape of the Nashville music scene, “The Stand In” is an ambitious record, a testament to Rose’s bold approach and strength as a songwriter.

CARLENE CARTER

As the daughter of country music legends June Carter Cash and Carl Smith, and granddaughter of “Mother” Maybelle Carter of the original historic Carter Family, Carlene says it has been her lifelong goal to make “Carter Girl.” “The songs on the album cover three generations of Carter Family music,” she explains.

CHRIS ISAIAK

For over 30 years Chris Isaak has been at the forefront of rock & roll singer-songwriters. He combines all the best elements of American music and has created his own unique style, including hits like ‘Wicked Game’ and ‘San Francisco Days.’

CHRIS SMITHER

A profound songwriter, Chris Smither draws deeply from the blues, American folk music, modern poets, and philosophers. Reviewers continue to praise his dazzling guitar work, gravelly voice and songwriting.

CHUCK CANNON

Cannon started singing in church before he was five years old and it soon became clear that music would be the driving passion in his life.

CHUCK PROPHET & THE MISSION EXPRESS

‘STRINGS IN THE TEMPLE’

Chuck Prophet shapes his restless career with inimitable subtle flair: a vivid parade of razor-edged one-liners camouflaged in a slack-jawed drawl, songs about heartbreak and everyman heroism, drenched in twisted lines of rude Telecaster.

CIBO MATTO

Hardly strictly NOT bluegrass, New York/Tokyo’s Cibo Matto performs with a guitar great Nels Cline (of Wilco). Spin Magazine picked their new album “Hotel Valentine” as one of the “50 best albums of 2014 so far!”

CONOR OBERST

“I’m not the greatest guitar player or piano player - I’m not the greatest singer, either - but I feel if I can come up with melodies I like that are fused with poetry I’m proud of, then that’s what I bring to the table.” – Conor Oberst

DAVE ALVIN & PHIL ALVIN WITH THE GUilty ONES

The Alvins, Dave and Phil, backed by The Guilty Ones, perform songs from their new album “Common Ground,” a tribute to Big Bill Broonzy, along with songs from their solo careers and early work with The Blasters.

DAVE RAWLINGS MACHINE

Featuring members of Gillian Welch, Punch Brothers, Led Zeppelin, and a former member of Old Crow Medicine Show; the current touring iteration of the Dave Rawlings Machine provides distinctive picking, high lonesome songs, and many other fine acoustic entertainments.

DAWES

A self-described “American rock ‘n’ roll band,” Dawes represent everything pure and true about that fundamental delineation, four talented friends making music together, united by a shared belief in the power of their songs.
Deltron 3030 with the 3030 Orchestra

Deltron 3030 is composed of a trinity of all-rap all-stars: master lyricist Del The Funky Homosapien, virtuoso turntablist DJ Kid Koala and superproducer Dan “The Automator” Nakamura.

Dry Branch Fire Squad

In thirty-plus years of making music, Dry Branch Fire Squad has become an institution in American acoustic music and a perennial favorite at Hardly Strictly.

Dwight Yoakam

Few entertainers have attained the iconic status of Dwight Yoakam. Perhaps that is because so few have consistently and repeatedly met the high standard of excellence delivered by the Kentucky native no matter what his endeavor.

Emmylou Harris

A 13-time Grammy winner and Billboard Century Award recipient, Emmylou Harris’ contribution as a singer and songwriter spans more than 40 years. In recognition of her remarkable career, Harris was inducted into the Country Music Hall of Fame in 2008.

Evolfo

Evolfo’s unique gypsy-funk genre is one they coined for themselves; a sound that lies somewhere between power funk bands like Tower of Power and gypsy punks Gogol Bordello.

Heidi Clare

This is the old time music that your great-grandparents were steeped in – if and only if your great-grandparents happened to live in rural Appalachia before, during, and/or shortly after the Great Depression.

Holler Down The Hollow: A Hardly Strictly Salute to the Masters (Dickens, Hellman, Reed, Scruggs, Seeger, Watson & Winchester)

We come to Hellman Hollow in part to celebrate Warren Hellman, the founder of the Hardly Strictly Bluegrass Festival. And the best way to pay tribute to Warren is to pay tribute to the artists that he loved and that inspired him to create the Festival in the first place. So what we have here is a good old southern ‘Holler’ - a Shout Out! – both to Warren Hellman and to the great artists who inspired us but who are no longer with us.

Horseshoe Hill

Founded in 2013, Horseshoe Hill plays old time tunes by new time people. “A sound that lies somewhere between power funk bands like Tower of Power and gypsy punks Gogol Bordello,” - Buddy Miller

Hurray for the Riff Raff

Named “one of the best albums of 2014 so far” by Rolling Stone, NPR, CMT and more, Hurray for the Riff Raff’s latest album, “Small Town Heroes” highlights Alynda Segarra’s special reverence for New Orleans with lyrics that speak to thoroughly modern concerns.

Jason Isbell

“One of America’s thoroughbred songwriters, with a knack for rueful melodies and the kind of gravy blue-coller detail that pins a song in your mind… a breakthrough for Isbell…” - New-York Times Magazine

Jb Nimble

JB Nimble (Jesse Bordiuk) is an MC who grew up in Boston, MA, moved to the Bay Area, CA and now lives in Brooklyn, NY. He is one of the group, CandleSpit Collective. His attention to lyrical detail and motivation stem from his love of old school and underground hip hop.

Jerry Douglas Presents Earls of Leicester

Dobro master and 13-time Grammy winner Jerry Douglas is the resonator guitar what Jimi Hendrix was to the electric guitar: elevating, transforming, and reinventing the instrument in countless ways.

Jesse DeNatala

Singer-songwriter Jesse DeNatala is a fourth generation San Franciscan now living in Sonoma County, California. He has released two critically acclaimed albums, “Shangri-La West” and “Soul Parade.”

Jessica Hernandez & The Deltas

Equal parts rockabilly and surf pop, cabaret jazz and funky reggae, Latin psych and Gypsy punk – all cooked up on the hot Motor City pavement and seasoned by that distinctly Detroit combination of blasted R&B and limitless rock ‘n’ soul energy.

Jimmie Dale Gilmore

Jimmie Dale Gilmore is an American music icon, a singer whose high lonesome voice mirrors the desolate beauty of his native Texas panhandle, and a poetic interpreter of song.

Joe Russo’s Almost Dead

Not only does this quintet play tight and vicious versions of some of the most complex songs in the Grateful Dead’s repertoire, but they play them with a rawness & energy absent from the stage since the “Live” Dead era.

JohnnySwim

“impossibly telegenic and charming, husband and wife Abner Ramirez and Amanda Sudano have the booming voices of great street buskers, but also the polished sparkle of natural-born stage performers.” - NPR

John Prine

Some four decades since his remarkable debut, John Prine is a rare talent who writes the songs other songwriters would sell their souls for.

Jonathan Wilson

Wilson’s newest album, “Fanfare,” is an ambitious, epically grandiose rock production that has conjured notions of Dennis Wilson’s “Pacific Ocean Blue” amongst more than one music journalist.

Jon Batiste and Stay Human

Jon with his soulful voice and virtuosic piano chops has absorbed a musical language that disregards genre distinctions – reviving the roots of jazz, blues and other American music yet playing it in a way that is fresh, accessible and engaging.

Justin Townes Earle

Once compared to a man who wears many suits, in thirty-two short years Justin Townes Earle has experienced more than most, both personally and professionally. It’s safe to say JTE has quite the story to tell. His fifth album serves as the perfect platform for such narrations.

Kate York

“Kate York… the problem is where to begin… she’s like a boxer – first you get hit with that voice - plaintive and soulful, a story in every line… then the song tears you apart and finishes you. She’s not calculated or a showoff. She’s all heart – a beautiful rare gem.” - Buddy Miller

Kevin Welch, Kieran Kane & Fats Kaplin

As songwriters, performers, innovators and founders of the influential Dead Reckoning record label, Kieran Kane and Kevin Welch have made a career of letting the song lead the way. In 2003 they joined forces with Fats Kaplin, the renowned multi-instrumentalist and “this generation’s Ry Cooder,” to create an Americana super group that makes music with roots parameters but in the spontaneity and vibe of a jazz recording.

Lake Street Dive

Lake Street Dive have been performing since 2004 after meeting as fellow students at the New England Conservatory in Boston. The band was hand picked by Minneapolis trumpet/guitar player Mike Olson and named after an actual neighborhood of seedy bars in his hometown.

Laurie Lewis & The Right Hands

Laurie Lewis has truly established herself as one of the finest, most diversely talented folk artists in traditional American and bluegrass music today.

Lucinda Williams

As a rule, you can divide music into three categories – the kind that aims for the head, the kind that aims for the heart and the kind that aims for the hips. Forgiving two of those connections at once is pretty impressive, but connecting on all three? That’s a rare accomplishment indeed, one that Lucinda Williams manages on her 11th studio album, “Down Where The Spirit Meets The Bone.”

Lukas Nelson & Promise of the Real

When Lukas Nelson & P.O.T.R. play, it’s exciting, visceral and – above all – real. Their authenticity comes from a bond forged of brotherhood, honesty and music.
MALAWI MOUSE BOYS
Landlocked Malawi is one of the poorest countries in the world and when not strumming on their rudimentary guitars made from recycled scrap-metal parts, these young musicians make a living selling the local delicacy – mice on sticks as snacks for passing travellers – hence their name. This is the first time their music has been out of Malawi (in fact the first ever release in the language of Chichewa outside Malawi) and the purity and earnestness of their voices is both enchanting and moving.

MAVIS STAPLES
Mavis Staples is a Rock and Roll Hall of Famer, a Grammy Lifetime Achievement Award winner, and was named one of Rolling Stone’s 100 Greatest Singers of All Time.

McCRARY SISTERS
For The McCrary Sisters, the daughters of the late Rev. Samuel McCrary (one of the original members of the legendary gospel quartet The Fairfield Four), music is a birthright, a lifelong love affair, sometimes career, an indescribable joy, and occasionally, a cross to bear.

MOONALICE
Moonalice is a psychedelic roots-rock band of seasoned musicians mixing a variety of genres with extended musical improvisations. Guests are gifted an original art poster commemorating the show.

Nikki Lane
She’s a lover, a fighter, a songwriter and a survivor - and her second full-length, “All Or Nothing”; produced by the Black Keys’ Dan Auerbach, truly transcends genres by working elements of rock, country and Americana into a collection of songs as captivating as they are haunting.

NITTY GRITTY DIRT BAND
The iconic and profoundly influential Nitty Gritty Dirt Band, often cited as a catalyst for an entire movement in country rock and Americana roots music, continues to add to their legendary status.

PARKER MILLSAP
At only 21 years of age, Oklahoma native Parker Millsap is quickly making a name for himself with his captivating live performances, soulful sound, and character-driven narratives.

PETER ROWAN’S TWANG AN’ GROOVE
Grammy-award winner and six-time Grammy nominee, Peter Rowan is a bluegrass singer-songwriter with a career spanning over five decades. Twang An’ Groove is where rhythm and blues meets reggae at an all day bluegrass pickin’ party.

POOR MAN’S WHISKEY (PMW)
Northern California’s outlaw music bards bring a reputation for high-energy live shows and an incomparable fusion of bluegrass/old time, southern rock, and old school jam to stages and festivals worldwide.

RALPH STANLEY AND THE CLINCH MOUNTAIN BOYS
When legends come to mind there is one star that shines above them all and that is none other than the legendary icon Dr. Ralph Stanley. For over 6 decades he has become one of the most influential artists of all time.

RECKLESS KELLY
Austin, TX based roots rockers Reckless Kelly have been a mainstay on the Americana and Texas Music scene for well over a decade. Their 2013 album “Long Night Moon” won a Grammy for Best Recording Package.

RED BARAAT
This 8 piece Brooklyn band has drawn worldwide praise for its singular sound – a merging of hard driving North Indian bhangra rhythms with elements of jazz, go-go, brass funk, and hip-hop.

RISING APPALACHIA
Rising Appalachia brings the world new sounds, stories, and songs collected across oceans and originally sculpted to embody our human journey, our global community, and the treasures and troves of soul harmony.

ROBBIE FULKS
“Fulks is more than a songwriter. He’s a gifted guitarist who has taught for years at the Old Town School of Folk Music in Chicago, he’s a soulful singer with an expressive honky-tonk tenor, and he’s a natural performer.” - The New York Times

ROBERT EARL KEEN
“The road goes on forever …” It’s not always easy to sum up a career - let alone a life’s ambition - so succinctly, but those five words from Robert Earl Keen’s calling-card anthem just about do it.

ROSANNE CASH
With “The River and the Thread,” Cash has added the next chapter to a remarkable period of creativity. Her last two albums were both nominated for Grammy Awards.

ROSE’S PAWN SHOP
It may come as a surprise to hear the strains of Appalachian and Americana music channeled through five guys from Los Angeles, CA, but heartache, loss and regret have always been the cornerstones of great music, and Rose’s Pawn Shop delivers a set as authentic, heartfelt and timeless as the best of them.

Ryan Adams
“Rewires heartland rock, with major-chord, Reagan-era guitars, muscle-shirt drums and a thousand-yard stare.” - Rolling Stone “One of the best songwriters of his era.” - San Francisco Chronicle

SARAH JAROSZ
Rolling Stone has compared Jarosz to Gillian Welch; Mojo labeled her a “newgrass prodigy” for her skills on banjo, guitar and mandolin; and the normally reserved New York Times hailed her as “one of acoustic music’s finest talents,” with songwriting chops to match her instrumental prowess.

SHARON VAN ETten
For all the attention that was paid to her 2012 break-through “Tramp,” Sharon Van Etten is an artist with a hunger to turn another corner and to delve deeper, writing from a place of honesty and vulnerability to create a bond with the listener that few contemporary musicians can match. Now, the result is “Are We There,” a self-produced album of exceptional intimacy, sublime generosity and immense breadth.

SHAWN COLVIN
In the 25 years since the release of her debut album, Colvin has won three Grammy Awards, released more than ten albums, written a critically acclaimed memoir and created a remarkable canon of work.

SHELLY COLVIN
Learning to sing harmonies and performing onstage with her parents before she even started kindergarten, music was a constant, integral element of her early life. This foundational framework translates to an impressive musical finesse that can be easily felt on her upcoming debut album “Up the Hickory Down the Pine.”

SISTER SPARROW & THE DIRTY BIRDS
Sister Sparrow & The Dirty Birds is an seven piece powerhouse that puts a modern spin on classic soul. The band is led by Arleigh Kinchlo (Sister Sparrow), whose astoundingly powerful voice and sly demeanor make for a spellbinding presence onstage.

SOCIAL DISTORTION
Over the past 30+ years, the punk godfathers in Social Distortion have all but trademarked their sound, a brand of hard rockabilly/punk that’s cut with the melodic, road-tested lyrics of frontman Mike Ness.

STEVE EARLE & THE DUKES
Steve Earle is a songwriter, actor, novelist and multiple Grammy Award winner. 2015 will see both the release of his anticipated 16th studio album and memoir.

ST. PAUL & THE BROKEN BONES
“...one of the nation’s best live bands...” Half the City ’is the first major recorded statement from a band already growing into greatness. Get it now, while the sweat’s still fresh...” - NPR Music

STRIKING MATCHES
Striking Matches is Sarah Zimmermann and Justin Davis. Sarah, a Philadelphia native and Justin, from Atlanta, met when a professor at Belmont University in Nashville paired them at random to play for a classroom full of guitar majors. The pair has been writing and performing ever since.
SUN KIL MOON

“Benji” is the sixth full length record by Mark Kozelek’s Sun Kil Moon. The album was released February 11, 2014 and features guest musicians Steve Shelley, Will Oldham and Owen Ashworth.

T BONE BURNETT

T Bone Burnett’s 40 years of experience in music and entertainment have earned him an unparalleled reputation as a first-rate innovative artist, songwriter, producer, performer, concert producer, record company owner and artists’ advocate.

THAO & THE GET DOWN STAY DOWN

Having grown up in Falls Church, VA, Thao Nguyen first picked up a guitar at the age of 12 and began performing in a pop country duo in high school. She spent most of her 20s touring, supporting one critically acclaimed album after another.

THE APACHE RELAY

“...it represents a much-needed shift in our obsession with folk music: infusing the soul that’s been leaking into pop, bathing it in the tape-y warmth of everything indie, and still managing to connect in a way that feels absolutely unpretentious.” - The Huffington Post

THE AQUABATS!

Easily identified by their silver helmets, black Zorro masks and matching blue costumes, The Aquabats! claim to be crime-fighting superheroes and ‘seriously... the best band in the world.’

THE BROTHERS GIBB

A trio of brothers native to the SF Bay area, the Brothers Gibb deliver a theatrical folk music. The group features Matt, Sam, and Frank Gibb on banjo, mandolin, and vocals, respectively. With a background in both theatre and song, the Brothers Gibb will perform a style that is not limited just to folk music but also includes varying levels of theater and speech.

THE FELICE BROTHERS

The Felice Brothers kicked off in 2006. They did what any delinquent youths, lost in upstate New York with dim job prospects would do: become obsessed with traveling the world and playing extremely loud rock and roll.

THE FLATLANDERS FEATURING JOE ELY, JIMMIE DALE GILMORE & BUTCH HANCOCK

In January 1972 a newly formed grassroots band, The Flatlanders (comprised of the nucleus of Joe Ely, Jimmie Dale Gilmore and Butch Hancock), travelled to Tommy Albup’s Odessa, TX studio at the urging of a local radio DJ. The 14 songs recorded on reel-to-reel tape arguably marked the birth of alternative country music.

THE GOOD LIFE

Led by Cursive’s Tim Kasher (vocals, guitar), Omaha’s The Good Life creates bold songs that are not afraid of the mixed up emotions they describe, sometimes in vicious, heart-battering detail.

THE GO TO HELL MAN CLAN

The GoTo Hell Man Clan (a collaboration of Warren Hellman’s family members) takes its name from a sign saying “Go To Hell Man” spotted by Hellman at a protest against his ill-fated proposal to admit men to Mills College in Oakland, Calif., when he was a trustee of the women’s college.

THE HIGH BAR GANG

From their first shows at the tiny North Vancouver Eagles Club to opening for Blue Rodeo, the High Bar Gang has helped carry the torch for traditional bluegrass music throughout western Canada since 2010.

THE LONE BELLOW

The trio’s self-titled debut disc is exuberant in its playing, welcoming in its attitude. Though the lyrics have a melancholic undertow, the tracks are more often rave-ups than ruminations, with swelling three-part harmonies and rousing group-sung choruses.

THE MASTERSONS

The Mastersons are the husband and wife duo of Chris Masterson and Eleanor Whitmore, also members of Steve Earle’s band The Dukes.

THE SAM CHASE

The Sam Chase has a voice like a Nun on the lam with a mouthful of cigarettes and curse words in a lonely bar, drunkenly dancing next to a broken jukebox. His songs are scribbled, not written, on lipstick and sweat stained motel bed sheets because he likes the way the ink bleeds. His guitar runs on diesel and leaks like the morning after too much whiskey.

THE TIME JUMPERS

Tap any member of The Time Jumpers on the shoulder and the face that turns to greet you will be that of one who’s made major contributions to the richness and vigor of country music. To list the artists these pickers have recorded and toured with would be tantamount to posting all the Billboard country charts for the past 30 years.

THE WAYBACKS

They draw freely from the old school and the old world, but The Waybacks are no throwback. They’ve been erroneously pigeonholed as a bluegrass band and celebrated as purveyors of “acoustic mayhem.” They are as uninhibited and unpredictable as the eclectic San Francisco Bay Area that claims them.

TONY JOE WHITE

Awash in danger, spiritual uncertainty, and environmental fury, “Hoodoo’s” lyrical concerns are matched by a particularly intense strain of White’s trademark swamp rock.

TWEEDY

Jeff Tweedy’s latest project is Tweedy, a musical collaboration with his 18-year-old son and drummer Spencer Tweedy. The father/son duo’s debut album is called “Sukierae” and features 20 songs written by Jeff Tweedy.

WAXAHATCHEE

Waxahatchee is the solo project of singer/songwriter Katie Crutchfield. Her vulnerable, confessional lyrics have won her critical acclaim and made countless year end lists including Rolling Stone, Pitchfork, Stereogum and Spin.

WHOGRASS

Assembled for this occasion by legendary SF drummer Prairie Prince (Tubes, Todd Rundgren, Chris Isaak, XTC), local power-pop impresario Chris von Sneidern, and bassist Pete Straus (Dwarves). Blending the raw power of Live at Leeds-era Who with traditional bluegrass instrumentation, Whograss is the ultimate HSBG experience.

WILLIE WATSON

Looking like a man from leaner and meaner times, Willie Watson steps on stage with a quiet gravitas. But, when he opens his mouth and lets out that high lonesome vocal, you can hear him loud and clear.

YO LA TENGO

“Fade” is the most direct, personal and cohesive album of Yo La Tengo’s career. The album is a tapestry of fine melody and elegant noise, rhythmic shadowplay and shy-eyed orchestral beauty, songfulness and experimentation.