



Basic Press Release: Reeperbahn Festival 2017, 20–23 September

The Reeperbahn Festival, Europe's largest club festival, is one of the most important events for the music and digital industry in the world.

And in this regard, the Frankfurter Allgemeine Zeitung (FAZ), one of Germany's leading dailies, and legendary producer Tony Visconti see eye to eye: both define the Reeperbahn Festival as a driving force that is shaping the future of music and the music business on an international level.

Held annually in late September, the four-day Reeperbahn Festival, a hybrid of music festival and international platform for the music and digital industries, is a trailblazing, forward-looking event for music fans and industry professionals alike – a fact that has become well known around the world in the eleven years since the festival's inception. The Reeperbahn Festival is a place to discover new favourite bands, develop innovative business ideas, forge new contacts, and discuss the latest challenges facing the music and digital economy.

The spirit of creative content production is alive and well at the Reeperbahn Festival. There's no standing still, no resting on past achievements – instead, ideas are continually being rethought and implemented. No two Reeperbahn Festivals are the same. Each year brings significant innovations and modifications: from the annually changing partner country, to new venues, to new formats, such as the ANCHOR - Reeperbahn Festival International Music Award, which was added in 2016. The ANCHOR can be seen as both a seal of quality and a practical guide: for participating artists, the ANCHOR Award offers increased name recognition; for fans and music professionals, the ANCHOR provides an overview of the best new music from around the world.

Music fans from across the globe appreciate the festival's top-quality curated music programme, which comprises more than 500 concerts. Past years have included performances by German and international stars such as Bon Iver, Jake Bugg, Ed Sheeran, Lykke Li, Cro, Casper, Biffy Clyro, and Boy.

International representatives from the music and digital industries can choose from a selection of approximately 260 conference sessions, panels, and workshops – a customisable programme that reflects current issues in the creative industries as well as new business models both in Germany and internationally.

In addition, the Reeperbahn Festival programme features almost 100 music-themed events that are open to the public, including workshops, readings, film screenings, exhibitions, and (some quite spectacular) public art installations.

With its dense network of clubs and other locations, Hamburg's St. Pauli neighbourhood provides the perfect festival conditions: all of the 70+ venues are within walking distance, making even fairly ambitious schedules feasible and enabling festivalgoers to attend a large number of the many night-time events.

The Reeperbahn Festival 2017 partner country is Canada. A country that has consistently produced top-calibre artists, Canada – which is celebrating the 150th anniversary of its confederation in 2017 – will step into the spotlight as a highly respected heavyweight in the global music scene. The Reeperbahn Festival has enjoyed a long-standing partnership with Canada.

Reeperbahn Festival 2016 in numbers: 37,000 visitors over four days | 4,400 professionals from 42 countries | 286 media from 20 countries | more than 800 events including: 506 concerts and showcases; 260 sessions, networking meetings, and awards ceremonies; 100 music-related events in the fields of art, film, and literature, plus shows, Eatery Sessions, parties, and workshops | 70+ venues