



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

When the Frankfurter Allgemeine Zeitung, one of Germany's leading dailies, and legendary producer Tony Visconti see eye to eye on something, then it is safe to assume that it's true: both define the Reeperbahn Festival as a driving force that is shaping the future of music and the music business. The Frankfurter Allgemeine Zeitung draws a comparison to the world-renowned Frankfurt Book Fair, while Tony Visconti sees the Reeperbahn Festival as an investment in the future of music.

Held annually in late September, the four-day Reeperbahn Festival, a hybrid of music festival and international platform for the music industry, is an event that is much-loved by 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 contacts, and discuss the latest challenges facing the music industry.

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.

And 2017 is no different:

Brand new this year is the **Festival Village** located on Heiligengeistfeld between the Millerntor stadium and the Reeperbahn. This is where festivalgoers will find the ticket and press desks as well as a 360° dome, where, each night, spectacular **short films in 360°** will be screened, and pianist and electronic artist **Martin Kohlstedt** will present his own cosmos of sound and space in premiere performances of "**Currents**", a work he specially created for the festival. Other debut performances at this year's Reeperbahn Festival include: **Cook 'n' Dub**, a new type of music format for which Matthias Arfmann and his Turtle Bay Country Club teamed up with top chef and author Stevan Paul to concoct a culinary/music event where cooking sounds become part of the instrumentation; and **Owen Pallett & s t a r g a z e**, an orchestral work to be performed at the **Elbphilharmonie**, Hamburg's magnificent new concert hall and, this year, for the first time, a Reeperbahn Festival venue for three concerts.

The festival's **partner country for 2017 is Canada**. In celebration of the 150th anniversary of its confederation, Canada will be at the festival holding a number of receptions, presenting more than 50 bands and artists, and hosting Canada House at Kukuun, which will be open on all four days of the festival.

It's round two for the **ANCHOR - Reeperbahn Festival International Music Award**: this year's jury of music-world luminaries, chaired by David Bowie producer **Tony Visconti**, comprises Garbage lead singer **Shirley Manson**, Valeska Steiner and Sonja Glass of **BOY**, Metric singer and member of Broken Social Scene **Emily Haines**, and BBC presenter **Huw Stephens**. Over the course of three nights the jury members will attend the eight ANCHOR nominees' live shows, with the winner of the 2017 ANCHOR to be announced at a gala on Saturday evening.

On Tuesday, 19 September, the brand new **Reeperbahn Festival Music Film Contest** kicks off at Metropolis cinema with a keynote by **Dave Stewart**. A co-production with the Unerhört! Musikfilmfestival, the Reeperbahn Festival Music Film Contest features a programme of 25 new international films with a focus on music and a three-member jury to select the winner.

And this year there's a political component to the festival: **Raise Your Voice**, one of the thematic strands of the 2017 conference, takes a close look at political awareness among today's artists and also boasts a prominent speaker, **Herbert Grönemeyer**, who'll be part of a panel discussion on Thursday.



The sessions and panels devoted to the subject **Women in Music**, along with **Keychange**, a Europe-wide project initiated by the British PRS Foundation which will be officially launched at a press conference on Friday, share an important objective: strengthening the role of women in the music business and thereby setting an example for other industries.

Music fans from around the world hold the Reeperbahn Festival's first-rate music programme – with its more than 500 concerts – in extremely high regard. Past festivals have included performances by German and international stars such as Bon Iver, Jake Bugg, Ed Sheeran, Lykke Li, Cro, Casper, Biffy Clyro, and Rag 'n' Bone Man.

In addition, the 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.

International representatives from the music industry attending the festival can choose from a selection of more than 260 conference sessions, panels, and workshops – a customisable programme that reflects current issues in the music industry as well as new business models both in Germany and internationally.

Since 2015, the conference programme has also incorporated the NEXT digital conference and the annual convention of the Verband unabhängiger Musikunternehmen (the German Association of Independent Music Companies, or VUT), which includes the presentation of the VIA! VUT Indie Awards.

With its dense network of clubs and venues, Hamburg's St. Pauli neighbourhood provides the perfect festival conditions: all of the 70+ festival 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 – something that's greatly appreciated by music fans and industry delegates alike.

Reeperbahn Festival 2016 in numbers: 37,000 visitors over four days | 4,400 industry professionals from 42 countries | 286 media outlets 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