

Basic press text Reeperbahn Festival

16 - 19 Sept. 2020

Live and streamed

Whether political attitude in all realms of artistic work, gender equality, new consumption habits caused by changing media usage or the most thrilling new bands and artists of tomorrow -Reeperbahn Festival always reflects the zeitgeist and the current challenges for the music world. Moreover, this is where future trends are set and discussed. This will be the case again this year, however, under the proviso of pandemic-conform implementation.

In doing so, Reeperbahn Festival is placing the significance of the current crisis for the entire music world in the focus. Exemplarily and practically, Reeperbahn Festival approaches existential questions that the cultural industry, the live entertainment sector, many young bands and artists as well as venues and visitors are facing and will have to face in the foreseeable future. These four days will show under what conditions cultural events can be implemented at present. In this context it is important to note that the health of our visitors and all those participating always have first priority.

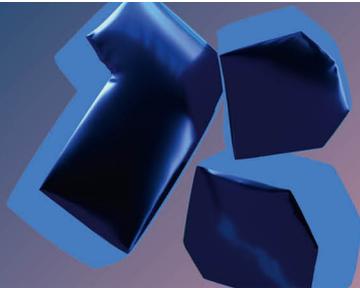
Against this background, Reeperbahn Festival 2020 will become a hybrid event, combining live programme and digital offers. The mandatory reduction of live concerts is thus offset by a massively extended digital offer that also provides all those who cannot be there with more options than ever before to experience Reeperbahn Festival virtually via live streams and on-demand videos.

The concert, arts, word and film as well as discourse programme will still take place at the venues around St. Pauli while the programme offer for professional visitors will take place in the virtual room.

The digital programme for professional visitors, including talks, sessions, master classes and panels from three live studios as well as numerous possibilities for digital linking and events such as VIA - VUT Indie Awards, will ensure that the music world can also enjoy lively exchange in the virtual room. This way, Reeperbahn Festival continues to be a future-oriented event for the music world as well as the place where social change is initiated even within a pandemic-conform setting.

In the pandemic-conform scenario of Reeperbahn Festivals 2020 up to 2,300 visitors are expected to attend daily from 16-19 September.

The visitable live offer will be composed of about 120 concerts as well as about 40 programme items from the fields of arts, word, film and discourse.



For professional visitors, the platform Reeperbahn Festival Conference Digital 2020 will offer a comprehensive industry-specific programme including about 100 talks and panels with over 200 speakers from three live studios on the Reeperbahn as well as numerous possibilities for digital linking and events such as the VIA - VUT Indie Awards. The platform is available to registered professional visitors from 10 September.

DOORS OPEN - The intro of Reeperbahn Festival

The opening night DOORS OPEN, taking place at Stage Operettenhaus on Wednesday, 16 September 2020, will be the start of Reeperbahn Festival 2020 for visitors and media representatives.

DOORS OPEN will bring together prominent live acts as well as guests from music, entertainment and politics and take a stand on the situation the music industry is facing in times of Corona. Moreover, this year's country partner Denmark and the international jury of the ANCHOR talent contest and its six nominees will be introduced. And it will provide the European gender equality programme Keychange with a stage.

ANCHOR 2020 - Reeperbahn Festival International Music Award

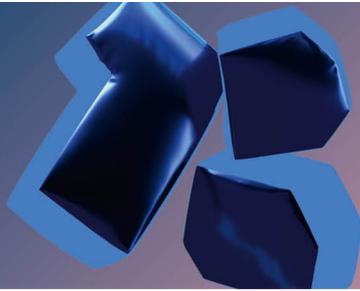
ANCHOR is the international music contest of Reeperbahn Festivals; it was initiated in 2016 and serves as distinction for international talents.

For fans and people active in the music industry, the ANCHOR provides orientation in the search for the best new music - for the candidates it is a stepping stone to an international career.

The contest will start on 16 September with a presentation of the candidates and the jury at the opening event DOORS OPEN and will end with the Award Show on 19 September. During these days, a prominent jury around jury president Tony Visconti will attend and assess the live performances of the nominated acts.

Keychange - Empowering Women in Music

In the past years, Reeperbahn Festival has played a significant part in establishing the Keychange initiative funded by the EU. The commitment to gender equality in music will be increased in 2020 in order to trigger changes that ideally reach far beyond the industry.



COUNTRY FOCUS 2020: Denmark

Denmark is this year's partner country of Reeperbahn Festival, embedded in the German-Danish Cultural Year of Friendship. Hardly any other country is currently bursting with as many talents as our Scandinavian neighbours.

The variety of different genres catapulting music from Denmark to the top of the global music scene in the past decade obviously has no limits. Starting from the Copenhagen punk scene, top charters such as MØ and Lukas Graham or stadium rockers such as Volbeat and Iceage, to name just a few, have taken the US east and west coasts by storm.

World premieres at Reeperbahn Festival

Every year, Reeperbahn Festival again shows a heart for newcomers and aspiring talents. But also established artists who have already successfully advanced into future soundscapes, will have an opportunity to present their work - and often in spectacular settings.

In 2020, for example, there will be world premieres again at various venues in Hamburg that will push the boundaries of musical conception and translate innovation into fascination. Like Gisbert zu Knyphausen & Kai Schumacher inviting their guests to join them at Hauptkirche St. Michaelis on a journey through 200 years of German songwriter tradition.

Wunderkinder - German Music Talent

Bands and artists from Germany have already been playing at international level for a while. That is why Reeperbahn Festival will offer the most promising acts of the domestic scene the chance to prove their skills for the eighth year. The export programme "Wunderkinder - German Music Talent" aims at bringing German "Wunderkinder" together with representatives from labels, distributors and agencies from all over the world at Reeperbahn Festival to help them start an international career.