



Reeperbahn Festival – Platform for Pop Culture

Reeperbahn Festival is the biggest club festival in Europe and the largest international European platform for pop culture and the music industry.

For four days in September every year since 2006, all eyes in the international music scene have been on Hamburg's Reeperbahn for the Festival. The visiting public, artists and music industry representatives gather to experience the sounds of exciting new music and talent while also making new contacts. The Festival's richly diverse programme offers events from the visual arts, film, literature as well as debates and discussion. During the Festival, clubs, concert venues, cinemas, galleries and alternative spaces play host to concerts, readings, film screenings and exhibitions. Industry professionals enjoy access to a wide range of panel discussions, talks, networking events, galas and award ceremonies.

In 2021, a wide schedule of 300 concerts at around 35 venues is on offer for all festival visitors, while over half of the 250 artists and acts involved are international names such as RY X (AUS), Daughters of Reykjavík (ISL), Working Men's Club (GBR) or Suzane (FRA).

In the film programme, director Edgar Wright (GBR) will present his film "The Sparks Brothers" (GBR/USA).

For music business visitors, around 150 programme items in formats such as sessions, matchmaking and networking with over 300 speakers, including Lyor Cohen (YouTube/Google, Global Head of Music, USA) and Michael Krause (Spotify, General Manager Europe, GER), offer the opportunity for direct exchange and expansion of existing networks.

Reeperbahn Festival provides a forum for dialogue between artists, the public and the music industry representatives for a forward-looking and pioneering experience. The ideas and inputs that emerge here link music, the commercial sector and society.

This is particularly reflected, for example, in the Reeperbahn Festival Opening, which puts current music-related and socio-political topics centrestage with top-profile live acts and well-known guests from the worlds of music, entertainment and politics, or as the lead partner of the Keychange initiative, which campaigns for gender equality in music.

The ANCHOR – Reeperbahn Festival International Music Award, bestowed by its six judges, serves as a high-ranking commendation for young bands and artists embarking on an international career and as a guide for fans and musicians looking for the best new music. The ANCHOR 2021 jury consists of Emeli Sandé (GBR), Jacob Banks (GBR), Tayla Parx (USA), Tom Odell (GBR), Tony Visconti (USA) and Yvonne Catterfeld (GER) and will attend the shows of the six nominees



Florence Arman (AUT/GBR), PVA (GBR), Yard Act (GBR), OSKA (AUT), May The Muse (DEU) and Lie Ning (DEU).

The export section Wunderkinder - German Music Talent brings together the most promising German acts with representatives of music labels, distributors and agencies from all over the world to help them launch their international careers. The annual country partnership arrangement offers the partner country for that year plenty of opportunities to showcase its music scene and music industry at Reeperbahn Festival. The focus country at the 2021 Festival is South Korea, whose contributions in the past already showed that the South Korean music scene has a lot more to offer than just blockbusting K-pop.

Although advancing vaccination campaigns are enabling the gradual resumption of international live-performance events, it is still clear that live music has a long way to go before it returns to pre-pandemic operating conditions.

Reeperbahn Festival 2021 will take place as a 3G event, and can be attended by festival and professional visitors with proof that they are vaccinated, recovered or tested against Covid. This rule is backed up by a capacity limit for attendees at the event.

For all those who cannot attend this year's festival, there is a Reeperbahn Festival streaming platform with an extensive offering.

As last year, Reeperbahn Festival 2021 will again take place in close coordination with the responsible authorities and the participating venues, for which individual protection concepts will apply in each case.

The Reeperbahn Festival International activities, sponsored by the German Federal Foreign Office, with spin-offs in selected destinations including the US, Africa and China, sees Reeperbahn Festival adopt a role as an international cultural ambassador, its aim being to support economic and cultural developments around the world long term.