

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.

Since 2006, each year for four days in September Hamburg's Reeperbahn becomes the centre of the international music scene. Together, the attending public, music industry representatives and artists all discover new music and talent through live concerts held in the clubs in the St. Pauli district. Industry professionals find a wide range of panel discussions, talks, networking events, galas and award ceremonies that enable them to maintain and expand their existing networks. In addition, a diverse array of events from the visual arts, film, literature and discourse are part of the regular programme.

Throughout the festival, clubs, concert halls, cinemas, galleries and alternative spaces located within walking distance of each other become venues for concerts, readings, panel discussions, film screenings and exhibitions.

As well as presenting new music and new talent, Reeperbahn Festival particularly stands out for its combination of music industry interests and social commitment. Current topics and developments, such as the real effects of the coronavirus crisis and Brexit, are given just as much of a forum here as gender balance, sustainability or political discourse. This dialogue and interaction regularly generates wide-reaching inspiration and orientation for music, business and society.

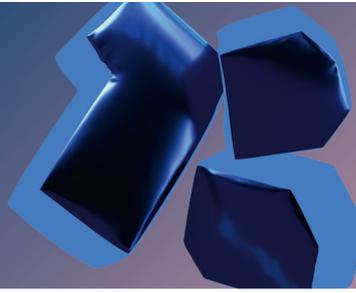
Since 2016, the Reeperbahn Festival's international music award, **ANCHOR**, with its international jury of renowned experts headed by legendary producer Tony Visconti, has been supporting up-and-coming young talents on their route to an international career.

The **Reeperbahn Festival International** activities initiate and reinforce regular and long-term economic and cultural exchange with other market segments around the globe. In this context, Reeperbahn Festival adopts the role of an international cultural ambassador.

As a lead partner of the **Keychange** initiative, Reeperbahn Festival is committed to a fair gender balance both onstage and backstage.

IN FIGURES (2019)

- 52,600 guests and around 6,000 industry professionals attending from 55 countries
- around 100 venues
- in total 1,100 programme items, including 600 concerts
- 514 international speakers and 286 international media



IN FIGURES (2020)

Reeperbahn Festival was the only European festival in 2020 to take place in accordance with pandemic guidelines. In this exceptional year, what is usually a strongly international line-up of bands and artists, Reeperbahn Festival focused on local talent, as well as acts from neighbouring European countries. Moreover, the programme was extended to include a digital dimension: in addition to the whole programme for industry professionals, which took place exclusively in virtual format, the new streaming platform offered a massive publicly accessible digital programme of over 100 live-streamed concerts, readings and talks.

- 8,000 attendees enjoyed around 140 live concerts, talks, readings, discussions, films and visual art events at 20 venues
- 150,000 visitors followed the programmes offered on the publicly accessible streaming platform and
- 1,480 industry professionals from 37 nations attended the digital programme for professionals

IN FIGURES (2021)

Given that the current situation with infections worldwide remains highly changeable, Reeperbahn Festival 2021 will also be planned in accordance with pandemic guidelines.