



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.

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 centre-stage 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 headed by President Tony Visconti, 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 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.

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.

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The current low number of coronavirus infections and the ongoing progress of the vaccination campaign offer justified grounds for optimism that Reeperbahn Festival 2021 will be able to take place on a much larger scale than last year's pandemic-compliant event. Given that the current situation regarding infections worldwide remains highly changeable, all of our planning is based on close consultation with the responsible authorities and guided by distancing and hygiene regulations.

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