



## Brief description: Reeperbahn Festival

The Reeperbahn Festival is the biggest club festival in Europe and the largest European platform for international pop culture and the music industry. Since 2006, for four days each September the Reeperbahn in Hamburg has become the centre of the international music world and a sustainable interface between artists, the public, industry representatives and society.

The Reeperbahn Festival is both a stage for international talent as well as a forum for discussing current developments in the global music industry. This global marketplace is a source of inspiration that shape the future of music and society and whose impact extends well beyond the four days of the event. One example of this is Keychange, the Europe-wide gender equality initiative launched at the Reeperbahn Festival in 2017, which has since also reached the US music market.

The live music line-up of the Reeperbahn Festival encompasses all the major current musical genres and trends. Together, the audience, music business people and artists discover new music and talents in the clubs in St. Pauli. Embodying this voyage of discovery is the international music competition ANCHOR. Its high-profile international jury, headed by legendary producer Tony Visconti, selects the winner of the award for most promising talent from six nominees, helping them on their way to establishing an international career.

The Wunderkinder – German Music Talent programme promotes the careers of young German acts abroad, whose showcase concerts allow them to be linked up with potential international partners such as booking agencies, management companies, record labels or publishers.

The diverse Arts & Word programme also offers artistic, literary, and debating events, and is topped off by an international film programme. A curated selection of the latest documentaries, feature films and short films and series spotlights music genres and music careers as well as diversity and identity issues. The focus here is on debut screenings and premieres, often with the film-makers and protagonists themselves in attendance who personally present their works in a direct exchange with the live audience.

Clubs, concert venues, cinemas, galleries and alternative spaces play host to concerts, readings, film screenings and exhibitions. With the NEXT GEN programme, keen young adults will get the chance to gain insights into various areas of the music business. The conference for digital youth culture, TINCON, offers talks and workshops on current topics such as pop culture, tech, science, web politics and activism in the Festival Village.

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Music business visitors will also find a wide range of sessions, lectures, networking events and award ceremonies, which help them foster and expand their existing networks as well as discuss and exchange ideas. The effects of the Ukraine war on the international music market are debated here, along with the major current challenges the music world is facing - from the current shortage of skilled workers to fair digital billing models in streaming through to the future of festivals.

The offering is rounded off with digital formats and other programmes throughout the year. The aspiration is to provide strong and wide-ranging ideas and incentives for music, business and society throughout the year in a dialogue with artists, audiences and the music industry.

The Reeperbahn Festival acts as an international cultural ambassador, supporting economic and cultural trends beyond national borders. Running through all activities is always a clear commitment to diversity, gender balance and sustainability.

The annual country partnership offers the partner country of that year numerous opportunities to showcase their music scene and music industry during the Reeperbahn Festival. In 2022, the Reeperbahn Festival opens its doors to the USA and offers a stage for concerts, sessions and networking events that feature an American focus.

With Focus Country USA 2022, the Reeperbahn Festival is now shaping up as the most important European hub for the U.S. music industry.

In 2022, around 900 individual programmes are planned for music trade professionals and the general public at around 80 venues. A total of 50,000 visitors are expected over the four days of the event.

For updates on the Reeperbahn Festival schedule, we recommend subscribing to our press releases: <https://www.reeperbahnfestival.com/de/media/pressemitteilungen>