

## Basic Press Text Reeperbahn Festival

Reeperbahn Festival is Europe's premier platform for international pop culture and the music industry, plus it's the biggest music club festival in Europe. For four days in September, every year since 2006, Hamburg's St. Pauli district and the area around the Reeperbahn turn into a hotspot bringing together artists, fans, movers and shakers from inside the music industry and the general public.

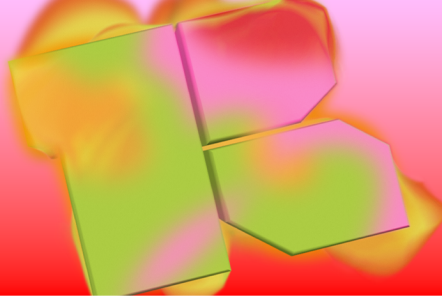
From 17 to 20 September 2025 – in this, its 20th year – Reeperbahn Festival, will take place under the overall theme of 'Imagine Togetherness!'. Awaiting some 45,000 visitors, including up to 6,000 industry professionals from over 40 countries, there is a rich line-up of 800 individual events at roughly 70 venues. The focus is the idea of solidarity and togetherness: for the next generation of artists, for fans, for the entire music ecosystem – and not least for democracy. Which is why Reeperbahn Festival also purposely reaches out to the public: visitors without tickets can also experience music and culture in the freely accessible **Festival Village** and at other public venues.

Reeperbahn Festival is an inspiring experience for everyone who comes, letting them broaden their musical horizons. The wide-ranging live line-up echoes current genres and trends – from indie to hip hop to electro. A symbol of this journey of discovery is the Anchor international music competition, featuring a prestigious jury from countries all over the world who see the six nominees perform at the festival before picking out the most promising talent to help launch their international career.

As well as all the music action, the public festival schedule has partner conferences like Re:publica, Sustain! and Afro Futuristic Convention delving into pop culture and looking at fresh angles while serving up social commentary, identity and diversity. Clubs, concert halls, cinemas, galleries and fringe locations become venues for interactive exhibitions, live podcasts, readings and film screenings.

Flanking Reeperbahn Festival too is a packed conference line-up. Professional visitors get served up a whole mix of different sessions (including panels, keynotes, talks, interviews, workshops and masterclasses) plus networking events, matchmaking, showcases and meetings that help build and expand networks and get the pros of the business actively airing and sharing their ideas. The conference programme covers all current topics and challenges in the international music business, including live entertainment, publishing, recorded music, synch business and brands, technology, sustainability and much more.

The conference regularly spawns ideas for shaping the future of music and society – with an impact stretching way beyond the four days of the event. One example is Keychange, a Europe-wide gender equality initiative launched at Reeperbahn Festival in 2017. Reeperbahn Festival has been Keychange's lead partner since 2019, and the initiative was officially rolled out on the US music market in 2022. The gender quota on the music and conference stages of Reeperbahn Festival is at least 50/50.



The Helga! Festival Award, the International Music Journalism Award, the VIA! (VUT Independent Award) and the More Core Award give the industry a special reason to celebrate and draw attention to important areas of the music sector. The export programme Wunderkinder – German Music Talent supports the careers of young German acts abroad and, as well as putting them on stage at Reeperbahn Festival, connects them with potential international partners like booking agencies, record labels and publishers.

**Reeperbahn Festival acts from previous years (selected):**

Ed Sheeran / Nina Chuba / Bon Iver / Janelle Monáe / Kraftklub / MUSE / Beth Ditto / Lewis Capaldi / The Last Dinner Party / AnnenMayKantereit / Feist / Celeste / Dermot Kennedy / Biffy Clyro / Robin Schulz / CRO / Milky Chance / Clueso / Sigrid / Aurora / Lola Young / Sam Fender

**Speakers from previous years (selected):**

Imogen Heap / Tony Visconti / Hauschka / Daniel Lieberberg / Bob Rock / Melanie C / Katie Melua / Lyor Cohen / Peaches / Andrea Gleeson / Peter Jenner / Seymour Stein / Cornelia Funke / Kate Nash / Folkert Koopmans / Ozzy Hoppe / Hartwig Masuch / Shirley Manson / Ole Obermann / Camille Hackney / Harvey Goldsmith / Matt Schwarz / Sophie von Uslar / Tayla Parx / Herbert Grönemeyer

## Press information

Accreditation for press representatives is expected to be available on our website from July. You can also register for press releases here:

👉 [www.reeperbahnfestival.com/presse](https://www.reeperbahnfestival.com/presse)

For further information and enquiries, please email the media team:

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