

Basic Press Text Reeperbahn Festival

Reeperbahn Festival is Europe's most prestigious platform for international pop culture and the music industry as well as the biggest music club festival on the continent. Since 2006, Hamburg's Reeperbahn in the heart of its St. Pauli quarter turns into a hotspot for the international music world for four days each September, with artists, audiences, industry representatives and public guests gathering and making lasting connections. Reeperbahn Festival wants to broaden its audiences' musical horizons, create special moments and set the stage for the future.

Reeperbahn Festival thus stands as an interface for the dialogue between artists, audiences and people in the music business for a future-oriented and trendsetting experience. The Reeperbahn Festival's free-admission programme in its Festival Village also has plenty of music- and culture-related fare on offer for those not sporting an official festival entry wristband.

Reeperbahn Festival is both a stage for international talent as well as a forum for discussing what's current in the global music industry. It's a setting where creative forces regularly conjure up ideas that shape the future of music and society and whose impact extends well beyond the four days of the event. The 2017 Reeperbahn Festival for example saw the idea hatched for the Europe-wide gender equality initiative **Keychange**, which has had Reeperbahn Festival as its lead partner since 2019 and which was officially launched on the US music market in 2022.

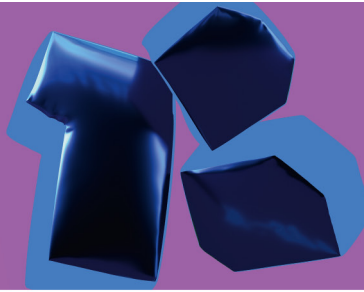
The live music line-up of Reeperbahn Festival reflects all major current musical genres and trends. Together, audiences, music business people and artists uncover new music and performers in the clubs of St. Pauli. Embodying this journey of discovery is the international music competition, **ANCHOR**. Its high-profile international jury, led by legendary producer Tony Visconti, decides which of the six nominees will land the award for most promising newcomer based on their competition performance, thus kickstarting their international career.

Guests from the music industry can pack their day's itinerary from a wide array of different sessions. Panel discussions, keynote talks, interviews, workshops and masterclasses plus networking events, matchmaking sessions, showcases and meetings are all aimed at fostering and expanding existing networks and talking shop. The conference programme covers all the latest topics and challenges in the international music business, encompassing live entertainment, publishing, recorded music, synch business and brands, technology, sustainability and a lot more.

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The **NEXT GEN** programme is a chance for young adults interested in the business to gain insights into various areas of the music industry. In the Festival Village, the conference for digital youth culture, TINCON, offers talks and workshops on current topics ranging from pop culture, tech and science to web policy and activism.

The **Wunderkinder – German Music Talent** programme promotes the careers of young German acts abroad, its showcase concerts at Reeperbahn Festival allow these acts to link up with potential international partners such as booking agencies, record labels and publishers.

On top of its music items, the public festival programme explores themes related to pop culture, innovative perspectives, social critique, identity and diversity. Clubs, concert venues, cinemas, galleries and alternative spaces play host to interactive exhibitions, live podcasts, reading & discussion events and film screenings.

The 18th edition of Reeperbahn Festival in 2023 has around 700 individual events in store for its professional and public guests across approximately 80 venues. The Festival's gender ratio is at least 50/50. A total of 50,000 visitors are expected over the four days of the event.

To keep updated on the Reeperbahn Festival schedule, sign up to receive our press releases: <https://www.reeperbahnfestival.com/en/media/press-releases>

Reeperbahn Festival acts from previous years:

Ed Sheeran / Nina Chuba / Bon Iver / Janelle Monáe / Kraftklub / MUSE / Beth Ditto / Lewis Capaldi / AnnenMayKantereit / Feist / Dermot Kennedy / Biffy Clyro / Robin Schulz / CRO / Milky Chance / Clueso / Sigrid / Aurora

Reeperbahn Festival speakers from previous years:

Peaches / Andrea Gleeson / Peter Jenner / Seymour Stein / Cornelia Funke / Kate Nash / Ozzy Hoppe / Hartwig Masuch / Shirley Manson / Ole Obermann / Camille Hackney / Feline Moje / Imogen Heap / Daniel Lieberberg / Harvey Goldsmith / Matt Schwarz / Sophie von Uslar / Bob Rock / Alyona Alyona / Portrait XO / Helen Smith / Herbert Grönemeyer

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