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COMMUNIQUÉ OF THURSDAY, JUNE 30, 2022



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Motto of the Street Parade 2022:

THINK.

After two years of pandemic, the most colorful music event of the year is back. On Saturday, August 13, 2022, the Love Mobiles of the 29th Street Parade will roll around Zurich's lake basin. With the motto «THINK.» the organizers want to encourage people to think. Whoever thinks, acquires knowledge and knowledge is the key to peaceful, tolerant and sustainable coexistence.

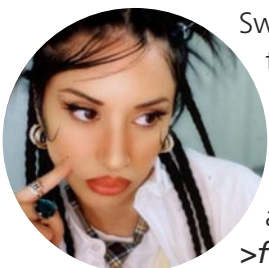
The Street Parade is back. «We are overjoyed to celebrate the 29th Street Parade this summer after a two-year break», enthuses Joel Meier, president of the Street Parade Zurich association. In late summer, for the 29th time, the Limmatstadt will become the unique techno festival capital, the hotspot for electronic music. In times when borders are closed, territories are taken and walls are built, tolerant people from all over the world come together and unite on the streets of Zurich - it's Street Parade. A community wants to dance, laugh, flirt and celebrate the joy of life - for peace, joy, generosity and tolerance. Cross-generational and open-hearted, these values of the Street Parade are lived out in dance at the largest techno event in the world in a dancing way.

With the motto «THINK.», the organizers want to encourage visitors to think. Because only those who give free rein to their thoughts can confirm their own actions and prejudices, check them off or even - readjust them. Joel Meier: «Our society often forms opinions without knowing the background. Fast-moving events, also influenced by social media, make us impatient, naïve and vulnerable. THINK. - Knowledge is the yield of thoughts, and thoughts are the key for a peaceful coexistence of our cultures, no matter to which religion, skin color, origin or sexual orientation people belong.

Artwork by Zurich artist Feggy Min

The Street Parade poster subject was illustrated by artist Feggy Min. The 33-year-old Swiss woman with Turkish roots is passionate Illustrator with worldwide recognition. «If I'm with a work of art to start, I never draw a sketch beforehand, just start and let my raw imagination and emotions take over. Just like on an exciting journey into an unknown world.» This is how this year's Street Parade visual, which shows what is happening on the street, was created colourful, action-packed and atmospherically reflected.

>feggyminart.com



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International top labels and a new generation

The label «AlliNeed» hosts the mainstage at Bürkliplatz. The lifestyle brand with own music label also consists of an event area and an up-and-coming fashion line that is closely linked to the huge social media community. Ibiza headliner and founder Andrea Oliva: «It's about putting music and creativity at the center and expressing yourself fearlessly.» At eye level, Ibiza's most legendary club «Amnesia» presents itself at the first Love Mobile. It is also the Start Stage, which invites you to warm-up from 13.00 and immerse yourself in the sea of people from 14.00. Also a new generation of Love Mobilists is growing up. Namely these are «No Tomorrow Events», «BabaBeatzZH» and «Monkey&Co». A total of 30 trucks have been registered, ranging in music from house and techno to Hardstyle are on the move in all musical styles in the field of Electronica.

Monika Kruse, CamelPhat, Ida Engberg, Vintage Culture and another 200 DJs

Visitors can once again look forward to a top-class line-up. The hippest DJs in the world at the moment are guests as international headliners. Also national giants such as Adriatique, Andrea Oliva or Animal Trainer are part of the techno event. All DJs, whether world stars or young artists, carry the spirit of the Street Parade and perform without a fee.
Headliner: >streetparade.com

Live-TV with arte concert and TeleZüri

The Street Parade will be broadcasted live during eleven hours - for the second time with arte concert, a platform of young and current stage art. They broadcast images of the two main stages into European living rooms. The long-time TV partner TeleZüri broadcasts five hours live from the route as part of the network of Swiss private TV stations and broadcasts the popular «best-of» program during the night hours and on Sunday.

**Eight stages - festival in eight worlds**

In addition to the reported 30 moving stages (Love Mobiles), eight stages along the route from 13:00 until midnight round out the diverse musical offerings. While international headliners will perform on the two main stages at Bellevue and Bürkliplatz, the other stages are reserved for Swiss DJs. Over 60% of the stage line-up consists of Swiss artists.