

COMMUNIQUÉ OF TUESDAY, JUNE 27, 2023



Budget



presents

30TH

street
parade

A-2
ANDREA OLIVA
ANFISA LETYAGO
BRINA KNAUSS · COLYN
DEBORAH DE LUCA
JIMI JULES B2B TRIKK
JOSEPH CAPRIATI
MARCEL DETTMANN

**SATUR
DAY 13H
12.8.23
ZÜRICH**

**MATTHIAS TANZMANN
B2B BLACK CIRCLE
NICOLE MOUDABER
ONYVAA
PATRICK TOPPING
SETH TROXLER · SKREAM**

AND MANY MORE

Love

Hello
BRAINFART

MAIN PARTNER



PUBLIC TRANSPORT PARTNER



OFFICIAL CARRIER



PARTNER



LIVE-BROADCASTER



MEDIENPARTNER





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Street Parade with 30th edition

«I wish» Love, freedom and tolerance

The most vibrant music event of the year is approaching. On Saturday, August 12, 2023, the Love Mobiles of the 30th Street Parade will roll around Zurich's lake basin. On eight stages and 30 Love Mobiles, over 200 international and national DJs and live acts will spread electronic sounds of the present. With the motto «I wish», the participants are to express their personal wish in the anniversary year.

«The anniversary parade will be brilliant, but it will not go down in history as a retro edition,» says Joel Meier, president of the Street Parade Association. The organizers are dedicating the anniversary edition much more to the youth and are strengthening the promotion of young music producers and DJs. Retro elements will be incorporated only marginally. Meier: «The Street Parade has always been forward-looking and it prefers to orient itself forward rather than resting on the laurels of past times.» So this year, the Limmat City will once again be transformed into a vibrant place that brings together peaceful and tolerant people from all over the world and celebrates the beauty of diversity on Zurich's streets with the power of electronic music. But the Street Parade is also the key for a peaceful coexistence of our cultures. No matter what religion, skin color, origin or sexual orientation people belong to.

The motto «I wish» as a call

«I wish» is much more than just a motto - it is a call to make dreams and wishes come true. As diverse as the people are who travel to Zurich from all over the world and unite on the streets, as varied, creative or simply modest are their wishes.

With «I wish», however, the Street Parade basic values of «love, joy, freedom, generosity and tolerance» are also placed at the center. We, at any rate, wish above all for peace, love and tolerance all over the world. Let's be carried away by the energy on the streets of Zurich in an intergenerational and open-hearted way, let our hearts pulsate and celebrate the Street Parade peacefully and exuberantly.

Artwork of the Zurich artist combo «Brainfart»

The Street Parade subject comes from the hands of BRAINFART. Behind the Zurich-based character design and street art collective are creative minds André Bex, Facundo and Nahuel Morales. Since 2011 BRAINFART are on the road and pursue their mission to spread more color, creativity, diversity, inspiration and discussion. Over the years they have networked and established themselves with numerous collaborations with the international scene. All these influences have flowed into the new subject and reflect the fine music of the parade in its essence: Colorful, diverse and a bit loopy. An ideal accompaniment through time and space on planet Rave.

>brainfart.ch



Presenting Partner of the Street Parade 2023





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International top labels and a new generation

Well-known labels such as Sunice Festival, Departure Berlin or Panthera Records will be own Love Mobile at the start. A total of 30 trucks are registered, which are musically on the move from House, Techno, to Hardstyle in all music styles in the field of Electronica. The main stage at Bürkliplatz will be hosted by the label "AllINeed". The lifestyle brand with its 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. A new generation of mainly female DJs is also growing up. Their beats are fast, their basses deep and hard - they can be seen and heard on the Swiss Innovation Stage on Limmatquai.

Deborah De Luca, Joseph Capriati, Nicole Moudaber and another 200 DJs

Visitors can once again look forward to a top-class line-up. As international headliners, the currently hottest DJs in the world will be guests in the Limmat city. But also national stars like Andrea Oliva, Jimi Jules or Animal Trainer and many more are part of the techno event. All DJ's, no matter if world star or up-and-coming artist, carry the spirit of the Street Parade and perform without fee.
Headliner: >streetparade.com

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. TeleZüri, a long-time TV partner, will broadcast five hours live from the route as part of the network of Swiss private TV stations, and will broadcast the popular «best-of» program during the night hours and on Sunday.



Eight stages - festival in eight worlds

In addition to the reported 30 traveling stages (Love Mobiles), eight stages along the route from 1:00 p.m. to midnight round out the diverse musical offerings. While the two main stages at Bellevue and Bürkliplatz will feature international headliners, the other stages will be reserved for stages are reserved for Swiss musicians. Over 70% of the stage line-up consists of Swiss artists.

Partnerships

The organizers of the Street Parade are overwhelmed by the positive input and reports from all over the world. The long-standing partnership with **M-Budget** inspires the committee to think ahead and to work as an energetic team. The organizers are also particularly proud of the cooperation with the new main partners **Sunrise Starzone** and **Elfbar**. In addition, **ON-Shoes** and **Maybelline** are new members of the Street Parade family. The long-standing partners **Diageo** and **Heineken** could be inspired for another Street Parade.