

Budget

30TH

A-Z
ANDREA OLIVA
ANFISA LETYAGO
BRINA KNAUSS • COLYN
DEBORAH DE LUCA
JIMI JULES 826 TRIKK
JOSEPH CAPRIATI
MARCEL DETTMANN

**SATUR
DAY 13H
12.8.23
ZÜRICH**

MATTHIAS TANZMANN
828 BLACK CIRCLE
NICOLE MOUDABER
QNYVAA
PATRICK TOPPING
SETH TROXLER · SKREAM

AND MANY MORE

**Sunrise
starzone**



Tanqueray
ALCOHOL FREE
0.0
BOTTLE IN 1996





MAYBELLINE
NEW YORK



SUPER
T

TELE ZÜRICH **arte**
CONCERT

ZÜRICH
TODAY

TOP 

SUNSHINE LIVE





In Brief

The 30.
Street Parade
in brief:
Figures,
Times,
Facts.

The Street Parade has been an established cultural event for 31 years (30th Edition). Every year, it brings the world's best DJs, producers and musicians in the field of electronic music to Zurich. The most colourful house and techno parade in the world fascinates hundreds of thousands of dance fans from every continent year after year. 30 Love Mobiles – brightly decorated trucks carrying vast music systems, deco, DJs and party people – drive at walking pace through the crowds around the lakeside in Zurich. In addition to these 30 travelling stages, eight stages along the route round off the varied range of electronic music available with top DJs, live acts and multimedia entertainments. As an innovative lifestyle event, the Street Parade presents innovations in the field of electronic music, fashion and digital art and has gained an international reputation as a contemporary music festival. Yet it is still a demonstration of the values of love, peace, freedom and tolerance, plus electronic music. The Street Parade is an important generating force which not only triggers an enthusiasm for this culture each year; it also provides a vital new impetus that encourages diversity in both the world of music and in the clubs.



When & Where Saturday, August 12, 2023, kicking off at 1.00 pm at the Stages. Afterwards, the first Love Mobile starts at the «Utoquai» at 2.00 pm, proceeding along Lake Zurich via Bellevue, Quaibrücke and Bürkliplatz to Hafendamm Enge. Distance: 2.0 km. Ending of the parade at about 10 pm. The party will continue at the stages until midnight.



Slogan & Theme Make a wish. This year's Street Parade motto invites you to do just that: "I wish". Because a wish is a seed from which great things can grow. This event once began with the daring wish of a few young people that the city of Zurich should unbutton its top button for one day in the summer. This resulted in one of the largest and most peaceful demonstrations in the world, which is inspiring all our senses for the 30th time this year.



Love Mobiles & Participants There are 30 colorfully decorated domestic and foreign Love Mobiles at the start, playing all styles of electronic music from deep house to hard style. Hundreds of thousands make the pilgrimage to the Street Parade each year and don't want to miss the spectacle. However, the exact number of visitors is difficult to estimate. Last year, with sunshine and 26 degrees, 900,000 visitors took part.



Star-DJs and Acts The Street Parade enjoys an excellent reputation in the international world of DJs. Big names from the ranking of the world's top DJs travel to Zurich every year. Beside international superstars like **Andrea Oliva, Anfisa Letyago, Animal Trainer, Brina Knauss, Chris Liebing, Colyn, Deborah de Luca, Jimi Jules b2b Trikk, Joseph Capriati, Lovra, Lilly Palmer, Marcel Dettmann, Matthias Tanzmann b2b Black Circle, Nicole Moudaber, Onyva, Patrick Topping, Seth Troxler, Skream** (from A-Z) and many more, the electronic sounds will be enhanced by acoustic instruments, special effects and live vocals. In addition, young, innovative artists will be contributing their own sounds and beats to create a musical experience that's full of variety. Over 200 DJs are playing at this year's Parade.

«We love Street Parade» - All DJs perform without pay

All DJs, whether world star or up-and-coming artists, carry the spirit of the Street Parade with them and, despite a busy schedule, they are free of charge. Elsewhere, they could have made a lot of money this afternoon and evening. The spirit and the non-profit thinking of the Street Parade convince the artists. The DJs are partly responsible that the Street Parade is realizable on a low budget. Only in this way can the organizers continue to promote the FREE event with creative innovations.

• The complete line-up: streetparade.com/en/program/djs/

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In Brief II



Eight Stages In addition to the 30 moving stages (Love Mobiles), there are eight stages along the route to round off the wide selection of electronic music with top DJs and live acts (13:00h 'til midnight).

- At the **MAINSTAGES OPÉRA STAGE** (Bellevue) and **CENTER STAGE** (Bürkliplatz) hosted by the Ibiza-Label «AllINeed», international headliners are playing the sounds of the worldwide club culture in the Genre Techhouse and Techno.
- **CLUBBING STAGE** (Kongresshaus): Selected Swiss clubs represent this Stage: During one hour the respective resident DJs of these clubs play on this stage.
- **SWISS INNOVATIONS STAGE** (Limmatquai): The Street Parade presents a stage for innovative Swiss musicians. Live electronic music, with computers, instruments, turntables and vocals, all "made in Switzerland", will captivate the audience here. .
- **START STAGE**: This is the Love Mobile number 1, where DJ legends of the last 30 years will ring in the anniversary, ensuring a brilliant start to the parade. This truck departs at 14.00 on the route.
- **RAKETE STAGE** at the «Bürkliplatz-Rondel»: The home of Zürich's finest Techhouse & Techno-DJs from the Label «Rakete».
- **Generations Stage** (Swisslife/Enge) Welcome is not only a mixed-generation audience, but also colorful birds, gender and handicapped people. Psychedelic sounds will be played by mixed age, local and international and three live acts.
- **Ravefield Truck** (Stockerstrasse) Here the hardcore fans get their money's worth. As the last love mobile in the procession, it stops at 9.15 pm on the «Stockerstrasse» and plays «hardstyle» until midnight.



International top labels and Zurich clubs With the worldwide hip dance label «AllINeed» from Ibiza, labels with global appeal will be part of the move. «AllINeed» stages its own world on Bürkliplatz with a spectacular show. At the same time, the Zurich Clubs Klaus, Bellevue, Bagatelle and the Labels «Rakete», «Abflug Berlin» and «Ravefield» are driving with their trucks at walking pace through the crowd. A new generation of Love Mobilists is also growing up. A total of 30 trucks are registered, playing all styles of electronic music from deep house to hard style.



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. spread. 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

Environmentally conscious with «Environment-Francis»

Sustainability and environmental awareness once again play a crucial role. Together with its partners, the Street Parade has been committed to sustainable processes for years and refines the concepts every year to ensure that the environmental impact of Switzerland's biggest event remains as low as possible. The organizers support a responsible approach to nature and the environment and invest one franc of every sold, invests one franc in the environment - with any surplus going to local charities.



>You can find the measures on page 6 in this document

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Media release

The official
Motto and
Media-Text of
the Street
Parade
2023

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

Make a wish. This year's Street Parade motto invites you to do just that: "I wish". Because a wish is a seed from which great things can grow. This event once began with the daring wish of a few young people that the city of Zurich should unbutton its top button for one day in the summer. This resulted in one of the largest and most peaceful demonstrations in the world, which is inspiring all our senses for the 30th time this year. 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.

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Deborah de Luca, Joseph Capriati, Nicole Moudaber 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 Lilly Palmer, Andrea Oliva, Black Circle, Jimmi Jules 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.

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FOOD, BARS & MARKET 12 H LOVE MOBILES & STAGES 13 H



Auftrittszeiten und Lineups können variieren.
Performance times and line ups may vary.

LOVE MOBILES
START
13 H

1
OPENING TRUCK

2
OPERA MAIN STAGE

3
SWISS INNOVATION STAGE

CENTER STAGE
BY ALL I NEED

4

5
ZURICH SOUND STAGE
BY RAKETE

6
CLUBBING STAGE

7
RAVEFIELD
HARDSTYLE STAGE

8
GENERATIONS STAGE

- STAGES
- AMBULANCE STATION
- FOOD STANDS
- BAR STANDS
- LOVE MOBILES ROUTE

THANKS

MIT DEM KAUF VON GETRÄNKEN AN
DEN OFFIZIELLEN VERKAUFSTELLEN
HILFST DU, DIE IMMENSEN KOSTEN
UNSERES GRATIS-EVENTS ZU TRAGEN.

BY BUYING YOUR DRINKS AT THE OF-
FICIAL SELLING POINTS YOU HELP TO
BEAR THE IMENSE COST OF THIS WON-
DERFUL FREE EVENT.

YOUR SUPPORT COUNTS!

13 H

30m
street parade

LOVE MOBILES
FINISH

1
OPENING TRUCK
FRASATI

13:00 Chris Liebling
15:00 Styro2000
16:30 Bogo
17:30 Friends Of Street Parade

2
OPERA STAGE
BELLEVUE

13:00 Colyn
14:30 Marcel Dettmann
16:00 Anissa Letyago
17:30 Onyaa
19:00 Deborah De Luca
20:30 Nicole Houdabier
22:00 Joseph Capriati

3
SWISS INNOVATION STAGE
NESTLÉ PLATZ / LINDHOLMEN

13:00 Caerni (ZH)
14:00 Zima Blue (ZH)
15:00 Jelena (GG)
16:00 DJ ANA (ZH)
17:00 La Zizanyx (ZH)
18:00 Tiktula
19:00 Rino Ha (NL)
20:00 Marclim
21:00 Cataluna
22:00 Dasstudach (ZH)
23:00 Onx (ZH)

4
CENTER STAGE
BÜCKELPLATZ

13:00 Brina Krauss
14:30 Matthias Tanzmann
15:30 Black Circle
16:00 Skream
17:30 Jimi Jules
18:00 Seth Troxler
19:30 Patrick Topping
20:30 Andrea Oliva
22:00 Animal Trainer (DJ Set)

PRESENTED BY
ALL I NEED

5
ZURICH SOUND STAGE
BÜCKELPLATZ

13:00 Kyubli
14:30 Carla Durisch
15:30 Nadara & Baerg
16:30 Garance
17:30 Ilona Maras
18:30 Animal Trainer Live
19:30 Acid Flora
20:30 Dani Posada
21:30 Ardour
22:30 Animal Trainer (DJ Set)

PRESENTED BY
RAKETE
RAVE MUSIC & EVENTS

6
CLUBBING STAGE
KONGRESSHAUSE

13:00 DJ Club Soundsystem (J-Club)
14:00 LALALA & ROSAL Audio Geneva
15:00 Herr Vogel, Strassenmajor & Dave
16:00 Angy Laurel ROK Luzern
17:00 Flavio Supermarket
18:00 Pascal Friedli's Böse
19:00 Juli Lee Klaus
20:00 Vanita Hive
21:00 Ju Dallas Zukunft
22:00 Donna Nordstern
23:00 Pein Vedis EXIL

7
RAVEFIELD HARDSTYLE STAGE
STADTWERKSTADT

22:00 Tigalko
23:00 Mainvision

8
GENERATIONS STAGE
SWISS RE / RESTAURANT

13:00 Onory
14:30 Niah
16:00 Perfect Fiction Live
17:30 Northwind
19:00 Tsuyoshi Suzuki
20:45 Angie Taylor
22:30 Gumi





Enviroment

Uncompromisingly environmentally conscious. We are always getting better!



The Street Parade is the first major event in the world where all waste is 100% separated and recycled. The Street Parade has always been committed to sustainable processes and refines its concepts every year to ensure that Switzerland's largest event has as little impact on the environment as possible.

The Street Parade does not charge admission and is mainly financed by the sale of drinks. As a non-profit organization, it is of great concern to the Street Parade to offer visitors the best possible service, while at the same time protecting the environment and relieving the burden on local residents. That is why the organizers invest one franc from every drink sold in the health of the visitors and in environmental protection. Without increasing the price of drinks, the Street Parade thus supports a responsible approach to nature and the environment. With the introduction of the deposit system, the organizers ask the guests to buy their drinks at the official Street Parade stands. On the one hand, this contributes to the necessary co-financing of sustainable processes, and on the other hand, the empty containers are disposed of properly when they are returned.

So that the party has a future

- All drinks sold at the Street Parade stands are packaged in 100% recyclable PET or aluminum.
- All waste is sorted into PET, aluminum and metal in an elaborate process, and glass and cardboard are collected separately. This means that all waste from the Street Parade is recycled. The combustible waste is fed into the waste incineration plant and converted into CO₂-neutral heating and green electricity. (100t waste = approx. 35'000l heating oil)
- Deposit system for beverages made of recyclable PET and aluminum - return of empty containers to the appropriate recyclable material cycle.
- Food waste is collected, processed in a biogas plant and fed into the gas network.
- The containers at the food stands are environmentally friendly.
- CO₂ emissions from the Love Mobiles are offset through a partnership with myclimate.
- All stages and food stands are powered by green electricity. Stand signage is made of storm wood and is also plastic-free.
- Glass collection teams in constant use: the Street Parade asks visitors not to bring glass with them. Shards of glass cause injuries and the early disposal of glass on the festival grounds by the deployed glass collection teams is very time-consuming.
- Comprehensive prevention campaign for arriving and departing by public transport. Partnership with SBB, ZVV and VBZ.
- Waste is collected separately at the recycling stations.
- Around 100 additional WC facilities are placed in the old town.

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Questions and Answers

How do I get to
the Street Parade?
When does it all
start?
Who's in charge
of safety?
Full details of the
Street Parade
2023

When & where

- Date? The 30th Street Parade is to be held on Saturday, August 12, 2023, kicking off at 1.00 pm and ending at midnight.
- Route? The 2.0 km-long Street Parade route will be the same as in the previous years. The Start will be at the Utoquai in the «Zürich Seefeld», from where it will head around the lakefront via Bellevue, Quaibrücke and Bürkliplatz, arriving at Hafendamm Enge at around 10 pm. The fun will continue at the eight stages until midnight.

How to get to the Street Parade

- By train/Bus/Tram? The best way of getting to the Street Parade is by train, bus or tram. Special trains and buses running all night long will take you directly to the parade and home again. In Zurich City, the various party locations can be reached by tram and bus until 4 AM. Information about the schedule and the best ticket for you is available at sbb.ch/streetparade or zvv.ch.
- By coach? Many travel operators offer special packages. Contact the operators directly. Information is also available on streetparade.com.
- By car? Not recommended! There will be no parking spaces which means that traffic jams are a certainty. Every year people hundreds of visitors who refuse to believe this get stuck in the traffic while the Street Parade is in full swing down town.

Parties Partypeople can choose from as many as 60 parties in Zurich on the Street Parade Weekend. The official Street Parade stages will kick off at 1:00pm on Start-Area (warm-up only), Bellevue, Bürkliplatz, Kongresshaus, Limmatquai, Stockerstrasse, Swisslife/Enge with a choice of bars, star-DJs and hoards of revellers to guarantee an exuberant party atmosphere.

Floats (Love Mobiles)

- How many? There will be 30 Love Mobiles this year.
- Can I travel on board a Love Mobile during the Parade? The Love Mobile organizers decides who gets on board. However, most organizers still sell tickets for their Love Mobile. Check our website.
- What about being a DJ on a Love Mobile? The Love Mobile organizers decide who the DJs are.
- How are the Love Mobiles chosen? From the many applications received, around 30 Love Mobiles are selected by a seven-member selection committee. The selection criteria include the general idea of the float (all applicants have to submit full details of their design), presence in the electronic-music-scene and previous Parade experience.
- Advertising? No advertising of any kind is permitted on the Love Mobiles. The Street Parade is not a promotional parade. The Love Mobilists have to finance their own floats which have to comply with all the safety and noise regulations. Participation is free of charge.
- Applications for 2024? This autumn, the application form is ready for download on our website.
- Love Mobilists' addresses? The Love Mobiles and their contacts are published on our website

Participants

- How many ravers are expected at this year's Parade? That is difficult to estimate. At the last edition, around 900,000 visitors found their way to Zurich in perfect weather conditions. The Street Parade is very weather-dependent. Thus, the organizers assume that the «fair weather attendance» (750'000-1Mio.) will not increase further. **It is not about setting new setting new records.** It is much more important that everyone enjoys the Street Parade and that the joy of each individual is transferred to the entire crowd. The Street Parade is not a show where you are «offered something», but an occasion to participate.
- Where do the Street Paraders come from? The Street Paraders flock to Zurich from all over the world. 75% of all Visitors live in Switzerland.

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Questions and Answers II

Sales of refreshments

- What's for sale? Our refreshment partner have organized an extensive network of refrigerated stands and a team of vendors to provide premium catering for over 900 000 people within a period of eleven hours. The Zurich Street Parade Association hopes to be able to cover most of the costs of the event from this refreshment team.
- Licences? Nothing may be sold at the Street Parade without a licence. Since the Street Parade is partly financed by the catering facilities, unauthorized street vending shall be reported to the police and prosecuted.
- Refreshment stand? No more applications can be accepted for this year's Parade. For technical reasons, the catering on the beverages side is to be co-ordinated by a single company. In any case, a lot of red tape would be involved if contracts were awarded to private individuals. All the stands for this year's catering have been assigned.
- Food stand in 2024? Please apply by E-Mail to: market@streetparade.ch.

Advertising/Flyers

- Distribution of flyers? No printed matter or other type of advertising material, free samples, etc. may be distributed at the Street Parade. The mountain of rubbish will be high enough and we are responsible for waste disposal.

Costs

- Entrance fee? As a demonstration on public land, there is NO ENTRANCE fee.
- How is the Street Parade funded? The Street Parade costs approx. CHF 2.8 Mio. A sixth of this amount is spent on information, communication and publicity, the remaining five-sixths on safety, sanitary facilities, organization, clean-up and various other charges. This is very little compared to other mega-events. These costs are partly covered by the involvement of our sponsors. Some of the staff responsible for those organizational areas which call for full-time jobs are paid modest wages. All the staff, including the wage-earners, work without remuneration in their spare time. This is the only way the Street Parade can be held on the basis of this tight budget. The Parade is organized by the non-profit association «Verein Street Parade Zurich». Any profits made are used as a reserve for future years. The main sources of income are sponsoring and catering.

Economic boost An independent study by the Zurich University of Applied Sciences (HWZ) says that the Street Parade helps the Swiss economy to generate sales of more than 100 million Swiss francs: the crowds flocking to Zurich generate record sales for restaurants, hotels, grocery stores, cabs, transport companies, clubs, party organizers, boutiques, various retail businesses and hotels. Not included and difficult to quantify are the classic national and international media reports as well as the many positive messages in the social networks such as Facebook, Snapchat, Instagram, Youtube, TikTok etc.. These are consumed emotionally by a young target audience and «liked» millions of times.

Organization It's organized by the Street Parade Zurich association. The OC consists of 17 members. Around 2,500 people work on the event itself to ensure that it runs smoothly. The Street Parade is a non-profit event and is considered a political demonstration for love, peace, freedom and tolerance. This is anchored in the statutes of the association. As a free event, the Street Parade relies on many volunteers and the support of sponsors and partners.

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Questions and Answers III

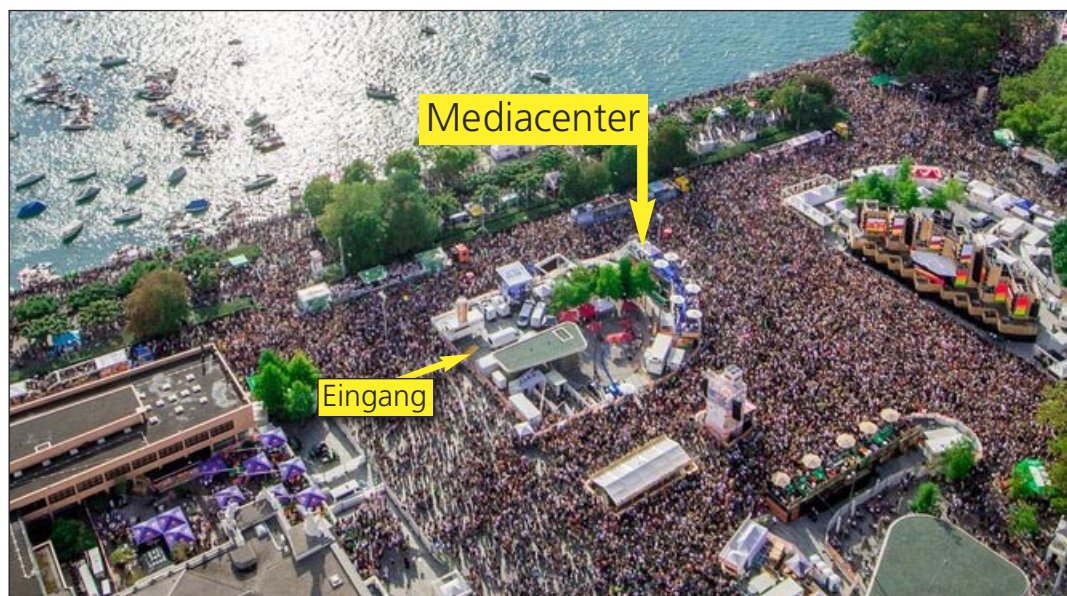
Safety

- Who is responsible for safety at the Street Parade? An event such as the Street Parade requires months of preparation, including regular organizational meetings and countless preliminary discussions. Several sanitary stations and over 2'500 helpers are responsible for a safe and incident-free parade. These helpers include security personnel, drivers, Samaritans, ambulance staff, policemen and women, caterers, cleaners, radio operators and countless other helpers.
- What can I do as an individual to promote safety at the Parade? Drink plenty of liquids. Don't use drugs. Do not climb onto traffic lights, trees, tram/bus shelters, scaffolding etc. The overhead tram wires will be under high voltage throughout the Parade. Use the lavatories provided. No hawking. Respect green spaces. No littering. Follow the instructions of the security staff. Thank you!

Waste

- Where to put it? The entire catering concept is subject to the recycling idea. Only drinks in aluminum and PET bottles are sold. Under no circumstances should you bring glass bottles along the route. Shards are highly dangerous. The goal is to be able to return a large part of the waste to the recycling cycle thanks to a joint commitment.
- Volume? 90 tons in 2022. A major problem is the glass bottles that visitors bring onto the route and dispose of there. The organizers appeal to the common sense of the participants. The Street Parade association has to pay the waste disposal costs itself.

The Mediacyenter is located directly on the Street Parade route, on Sechseläutenplatz opposite the «Mainstage Opéra». Accreditation: medien@streetparade.ch



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General accreditations

- Do journalists need a press pass to take photographs at the Street Parade? No. As the Street Parade is a demonstration held on public land, there are no restrictions on taking photographs.
- Can I get accreditation for one of the pre- or post-parade parties? Please contact these organizers directly. You can find the contact details on their website

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DIE STREET PARADE BEDANKT SICH BEI ALLEN PARTNERN, GÖNNERN UND SPONSOREN. UND GANZ SPEZIELL BEI UNSEREN BESUCHERN. IHR MACHT DIESE EINMALIGE VERANSTALTUNG MÖGLICH!

THE STREET PARADE SAYS THANKS TO ALL THE PARTNERS, SUPPORTERS AND SPONSORS AND OF COURSE VERY SPECIALLY TO OUR VISITORS. YOU MAKE THIS UNIQUE EVENT HAPPEN!

THANKS



PRESENTING PARTNER



MAIN PARTNER



PUBLIC TRANSPORT PARTNER



OFFICIAL CARRIER



LIVE-BROADCASTER



PARTNER



MEDIENPARTNER



SUPPORTER

ATO Electronis, Baur au Lac, Candrian Gruppe, Epli & Lehmann, Eventhouse, EveryWare, Estec Visions, Brainfart.ch, Feinheit, Flashlight, Friends of Street Parade, Future Events, Hunziker Zeltbau, k-direct, Kongresshaus Zürich, Motel One, Opernhaus Zürich, Planzer Transporte, Riedel Communications, Rock-it Events, Schmidinger Getränke-service, Security & Svetx, Stardrinks, SwissRe, Tit-Pit, ToiToi, Toiwa, Youngcom AG, Zürich Openair