

MEDIA-INFO FROM THUESDAY, 5 JUNE 2018



Budget presents:

CULTURE OF TOLERANCE

LIVE BROADCASTER **TELE ZÜRICH** | **BE-AT.TV**

street
parade

Center-Stage hosted by: **elrow**

TAKE CARE!
Schütze dich!
Protège toi! Proteggiti!
Die Street Parade Prävention wird unterstützt von
medica
MEDIZINISCHE LABORATORIEN Dr. F. KAEPPELI AG

Headliner line-up in alphabetical order

Andhim
Andrea Oliva
Andres Campo
Animal Trainer
Bastian Bux
De La Swing • Dubfire
Eats Everything
Joris Voorn • Joseph Capriati
Loco Dice • Luciano
Nic Fanciulli • Nicole Moudaber
Pan-Pot • Seth Troxler • Tale Of Us
Tini Gessler • wAFF

Opera-Stage-Opening at 13h by **Paul Kalkbrenner**

streetparade.com

ZÜRICH | Sat. 11.08.18 | 13h Pre-Partys from Thursday 09.08.2018

MAIN-PARTNERS



PRÄVENTIONS-PARTNER



PUBLIC TRANSPORT PARTNER



OFFICIAL CARRIER



CO-PARTNERS



MEDIA PARTNERS





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Communiqué

Motto of the Street Parade 2018:

CULTURE OF TOLERANCE

The most colourful music event of the year is just around the corner. On 11 August 2018, the Love Mobiles in the 27th Street Parade will be rolling around the Lake Zurich basin. With this year's motto «Culture of tolerance», the event organizers want to show that techno is a tolerant culture that has developed into an important component of our society.

Techno is a culture that represents tolerance in society, irrespective of religion, sexual orientation, skin colour or interest group. The Street Parade is a prime example of the fact that a tolerant attitude can bring together people of all different origins and achieve something positive. Opening up to each other, listening, respecting each other - in other words, living out tolerance – is the key to a common, peaceful future.

«Culture of tolerance» is also intended to stimulate creativity and make people aware that, within the Street Parade, countless creative minds in the club culture have worked hard and provided some important impulses. UNESCO itself has highlighted this scene and recognized the techno culture of Zurich as part of the world's Intangible Cultural Heritage. House and techno, all electronic music and digital art have now become an established part of our cultural heritage and will have a permanent place in the future, along with other genres of modern music. It is still vibrating underground, and at the same time, former members of the subculture are racing up the international charts: house and techno culture are more alive than ever before, and so we look forward to new worlds whilst still upholding our old love of house and techno.

At the Street Parade, zest for life is celebrated peacefully, respectfully and with abandon, in line with the motto «Culture of tolerance». The Street Parade has been run since 1992 as a demonstration of love, peace, freedom, generosity and tolerance on the part of the house and techno scene.

Artwork by Zurich artist Ona Sadkowsky

The design of this year's Street Parade poster, created by Zurich artist Ona Sadkowsky, makes an immediate impact. «I've always been fascinated by the Street Parade. I've practically grown up on the festival site and now I'm proud to be part of the event», says the 26-year-old enthusiastically. The visuals will be featured not only on all the Street Parade publicity, but also on the M-Budget energy drink cans.

>ona-sadkowsky.com

«Animal Trainer» to produce the anthem

The two Zurich DJs and producers Animal Trainer are responsible for the official Street Parade anthem. The duo is conjuring up a sophisticated technoid musical carpet sprinkled with countless synthetic and acoustic sounds.

>We're happy to send you the anthem on request.

Presenting Partner of the Street Parade 2018





-2-

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Communiqué

International top labels and Zurich clubs

Two labels with a global appeal – the internationally popular dance labels Elrow and The BPM Festival – will be taking part in the procession. Elrow is creating its own world at Bürkliplatz with a spectacular show, and the BPM Festival is providing its own Love Mobile. At the same time, the Zurich clubs Supermarket, Klaus and Club Bellevue plus 26 more teams will be driving at walking pace through the crowds. In all, 30 trucks are taking part, playing electronic music of every style, from Deep House to Hardstyle.

Paul Kalkbrenner, Joseph Capriati, Seth Troxler, Nicole Moudaber and another 200 DJs

Visitors can look forward to a top-quality line-up once again. The most popular DJs in the world today will be headlining this year's event in the city on the Limmat. All the DJs, from world stars to promising newcomers, are going along with the spirit of the Street Parade and appearing for no fee.

be-at.tv and TeleZüri: Global TV reporting

As in the previous year, the Street Parade will be broadcast live for eleven hours worldwide. be-at.tv, the world's largest festival broadcaster, will be setting up again and broadcasting impressive images on four channels. Up to 15 million viewers are expected globally. Our long-standing media partner TeleZüri will be broadcasting four hours live from the route on its network, as it did last year, and also showing the popular «best-of» programme during the night.

Seven stages – seven worlds

Seven stages along the route are rounding off the varied selection of music from 1 pm to midnight. Whilst international headliners are appearing on the two main stages at Bellevue and Bürkliplatz (Elrow World), the remaining stages are reserved for Swiss music-makers.

An enthusiastic OK

The organizers of the Street Parade have been overwhelmed by the positive input and messages from all over the world. The collaboration with the city departments and sponsors, especially the presenting partner «M-Budget» and main sponsors «medica», «Opel», «Smirnoff» and «Heineken», has been an inspiration to look to the future and to work creatively in an enthusiastic team. This year, «20 Minuten» and «Sunshine Live», Germany's biggest station for electronic music, have also joined our line-up of media partners