

MEDIA-INFO

Adam Beyer
Andrea Oliva
Archie Hamilton
Argy
Bart Skils
Blondish
Daria Kolosova
Ellen Allien
Felicie
Hilf Kolet
Honeyluv
Johannes Schuster
Kaufmann
Maceo Plex
Marlon Hoffstadt
Prada2000
Rampa
Satys Fyre
Sonny Fodera
Vintage Culture
Yamagucci

Coca-Cola + **Sunrise**
 present

TOGETHER WE MOVE

BE PART OF THE COMMUNITY
 WITH THE STREET PARADE APP

street parade

Opening by Rampa
 Opera Stage 13H
 Love Mobiles Opening by Adam Beyer
 Drumcode Love Mobile 13H

08.08.2026 13H Zürich
 With more than 200 artists on 30 Love Mobiles and 9 Stages

streetparade.com

TOGETHER WE MOVE

MAIN PARTNER: **scoop**, **Heineken**, **DIAGEO**
 PUBLIC TRANSPORT PARTNER: **ZVV**
 OFFICIAL GAMER: **409 SBB CFF FFS**
 GO PARTNER: **Red Bull**, **LETZIPARK**, **ELFBAR**
 SERVICE PROVIDER: **SNUSHUS.CH**, **RICH**, **ceylor**, **BERGSTEIN**
 LIVE BROADCASTER: **TELE ZÜRICH**, **arte**, **3+**



In Brief

The 33rd
Street Parade
in brief:
Figures,
Times,
Facts.

The Street Parade The world's most colorful house and techno parade fascinates hundreds of thousands of dance enthusiasts from all continents. Around 30 Love Mobiles, colorfully decorated trucks equipped with large music systems, decorations, DJs and party people, drive at walking pace through the crowds around Zurich's lake basin. In addition to these 30 «moving stages», eight stages along the route round off the varied electronic music offering with top international DJs and multimedia. As an innovative lifestyle event, the Street Parade showcases revolutionary innovations in sound, graphics and digital art and has established itself as a contemporary cultural asset. The electrifying atmosphere on the streets is primarily intended to reflect the basic values of the Street Parade: it is still a demonstration of love, peace, freedom and tolerance. As an important annual generator, the Street Parade is not only able to trigger enthusiasm for this culture, it also repeatedly provides important impulses and thus promotes diversity in the musical field as well as in club life. The Street Parade and Zurich's techno culture have been part of Switzerland's intangible UNESCO cultural heritage since 2017.



When & Where Saturday, August 08, 2026, Downtown Zurich, Switzerland

- 13.00 Uhr: «Sound on» on all Stages.
- 14.00 Uhr: The first Love Mobile rolls onto the route, after which the entire convoy of 30 Love Mobiles will ride at walking pace from Utoquai in Zurich's Seefeld district around the lake basin via Bellevue, Quaibrücke and Bürkliplatz to the Enge harbor dam. Route length 2.0 km.
- 22.00 Uhr: End of move with the Love Mobiles.
- 24:00 Uhr: «Sound off» on all stages and thus the end of the event.



Slogan & Theme The motto «Together we move» reflects what makes this day so special: Movement happens when people pull together, learn from one another, grow together, and respect one another. People from near and far will gather at Lake Zurich from all corners of the world to make a big difference together. A unique, almost magical atmosphere pervades the city as it transforms into a colorful wonderland to the beat of the music. Countless participants from all walks of life – regardless of skin color, religion, sexual orientation, or worldview – come together to embrace the spirit of the Street Parade.



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, around 800,000 visitors took part on a sunny day and 32 degrees Celsius.



Star-DJs and Acts The Street Parade has an excellent reputation in the international DJ world and attracts the hottest DJs in the world. On the stages and Love Mobiles, a total of over 200 artists round off the ambitious line-up. Headliner 2026 (from A-Z): **Adam Beyer, Andrea Oliva, Archie Hamilton, Argy, Bart Skils, Blond:ish, Daria Kolosova, Ellen Allien, Hilit Kolet, Honeyluv, Johannes Schuster, Maceo Plex, Marlon Hoffstadt, Prada2000, Rampa, Satis Fyre, Sonny Fodera, Vintage Culture und Yamagucci and many more.** Over 70% of the stage program consists of Swiss DJs, around a third of whom are female.

«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.

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In Brief II



Nine 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 Techno Label «AllINeed». The international DJ elite takes the decks here. This top-notch, world-class lineup shows who sets the beat in the DJ universe.
- **CLUBBING STAGE** (Kongresshaus): Selected Swiss clubs represent this Stage: During one hour the respective resident DJs of these clubs play on this stage.
- **INNOVATIONS STAGE** (Nationalbank): Electronic music thrives on innovation. The Innovation Stage presents fresh national and international acts from the electronic subculture - this is where underground gems come to light.
- **ZÜRICH SOUND STAGE** (Limmatquai) by «Rakete»: In the park in front of the National Bank (flea market area) near Bürkliplatz, Zurich DJs will be celebrating the "Beats of the Limmat City." In the shade of the trees, you can enjoy the sets in front of a small but charming stage.
- **OPENING TRUCK**: The stage at the start is the first Love Mobile, and the legend Adam Beyer will get the parade off to a brilliant start from 1 pm! This truck departs at 2 pm on the route.
- **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.
- **YOUNG TALENT STAGE** (Schanzengraben) It showcases the work of a young generation of DJs who are largely active in the underground scene today.
- **HARDSTYLE TRUCK** (Stockerstrasse). Hardcore fans will get their money's worth. As the last Love Mobile in the parade, it stops around 9:15 p.m. near "Stockerstrasse" and blasts hard, fast beats for the fans.



International top labels and local brands Famous labels and clubs such as «TEILE x Nordstern», «Drumcode» and «Frieda's Büxe» will be there with their own Love Mobiles. «Seasquence», «Disco Garten», and «Homeward Impact» will bring fresh energy to the event. The diverse lineup is complemented by the time-honored trucks from «Daytona», «Orbit Events» and the «Akt family», which have long enjoyed cult status. The labels «All I Need» from Ibiza and «UNREAL» from Berlin will add international flair with their own stages. In addition, «Rakete», «Terrazza», «Club Bellevue» and «Zürich Openair» (ZOA) have been fixtures for years



Artwork by Zurich-based design studio Ozelot The design studio and record label Ozelot Studios is responsible for this year's visual. The studio combines electronic music, visual identity, and cultural design, and has established itself beyond Zurich through its own music releases, international events, and the development of festival performances and brand identities. For the 2026 key visual, Ozelot combines subtle nostalgia with a modern, energetic aesthetic. The colorful, playful imagery interprets the motto «Together we move» and, through clear forms, powerful vectors, and dynamic visual language, expresses movement and a shared zest for life.

> www.ozelot.ltd



Environmentally conscious with «Environment-Francis»

Sustainability and environmental awareness 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
2026

33rd Street Parade on August 8, 2026

Together, we achieve great things

The most vibrant music event of the year is fast approaching: On Saturday, August 8, 2026, Zurich will celebrate the 33rd Street Parade. On nine stages and 30 Love Mobiles, over 200 national and international artists will bring the diversity of electronic music to the streets – rousing, loud, and full of energy. The motto «Together we move» reflects what makes this day so special: movement happens when people pull together, learn from one another, grow together, and respect one another.

Year after year, this unique event inspires anew – not only the visitors, but also its organizers. Joel Meier, President of the Street Parade Association: «For 31 editions now, the Street Parade has remained a fascinating phenomenon: a demonstration for the values of love, peace, freedom and tolerance». Yes, the Street Parade is still a demonstration today – a passionate call for peaceful and tolerant coexistence. «Live Love, Love Life» is this year's motto and captures the spirit of the times. Joel Meier explains: «On the day of the Street Parade, we live love and love life. There is an incomparable, magical atmosphere when the city is transformed into a colorful dream world to the rhythm of the beats». And, hundreds of thousands of people from the most diverse backgrounds - regardless of skin color, religion, sexual orientation or world view - come together and embody the Street Parade's attitude to life.

Vibrant techno culture

The Street Parade is far more than just a big rave – it's regarded as the annual driving force behind an entire techno culture. It brings into the spotlight what often develops behind the scenes: a vibrant scene of creative minds who passionately set trends and continually evolve this culture. This makes one thing clear: techno is far more than just dance music. It connects people, creates spaces for interaction, and builds bridges between worlds. The electronic music and digital art scenes have long since established themselves as recognized cultural assets - and will continue to hold this place in the future. While creative energy continues to pulse through the underground, artists from this subculture are conquering international stages and charts. House and techno culture remains dynamic, adaptable, and powerful, open to new soundscapes without losing sight of its roots.

Adam Beyer, Rampa, Blondi:sh, Vintage Culture and another 200 DJs

Once again, visitors can look forward to a top-class stage line-up. The currently hottest DJs in the world will be guests in the city on the Limmat as international headliners. But national stars such as Andrea Oliva, Animal Trainer and many more will also be part of the techno event. All DJs, whether world stars or rookies, share the spirit of the Street Parade and perform free of charge. The non-profit structure convinces the artists, who could earn a lot of money elsewhere on this day. Over 70% of the stage program consists of Swiss DJs, around a third of whom are female.

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1 OPENING TRUCK Frascati

ADAM BEYER PRES. DRUMCODE

13:00 Adam Beyer
15:00 Bart Skills
16:00 Kaufmann
17:00 Local

2 OPERA STAGE Bellevue

13:00 Rampe
14:30 Blondish
15:45 Vintage Culture
17:00 Meceo Plex
18:30 Argy
19:30 Marlon Hoffstadt
21:00 Daria Kolosova
22:30 Adam Beyer

3 INNOVATION STAGE Limmatquai

POWERED BY HEINEKEN

BY UNREAL

13:00 Alex Nantaya
14:30 SATY'S FYRE
16:30 SPEDJ
18:30 DAX J
20:30 VTSS
22:00 Johannes Schuster

6 YOUNG TALENT STAGE Schanzengraben

POWERED BY SCOOP

13:00 Fyzz
14:30 Yves-Maurice
16:00 Mariat
17:00 Daughter in Law
18:30 Eliafred
19:30 Michelle Vanja
20:30 Okara
21:30 Jess Mewi
22:30 Bina

7 CLUBBING STAGE Kongresshaus

POWERED BY COCA-COLA

13:00 La Forêt Audio Geneva
14:00 Pascal Friedli's Büro Zürich
15:00 Rosanna Klaus Zürich
16:00 g!0st Hildén Solothurn
17:00 Pedram Supermarkt Zürich
18:00 AIIA Hive Zürich
19:00 Sebastian Konrad Nordstern Basel
20:00 Vera Amberg Kiosk Luzern
21:00 DJ Equipment b2b Jenny Cara Kautz Zürich
22:00 NHU Di Club Lausanne
23:00 Andy Katz EXIL Zürich

4 CENTER STAGE Bürkliplatz

BY ALL IN NEED

13:00 Jaquet
14:30 Honeyluv
16:30 Archie Hamilton
18:30 Hillt Kolet
19:30 Yamagucci
21:00 Sonny Federa
22:30 Andrea Oliva b2b Amémol

5 RONDELL Bürkliplatz

BY RAKETE

13:00 Eric
15:00 Dymos & Jay Faso
16:00 Contenance
17:00 Animal Trainer Live
18:00 Dangel Twins
19:30 Animal Trainer
21:00 Read The News
22:30 Marcus Heinhardt

8 GENERATIONS STAGE Rentenanstalt

BY CULTURE GROOVE

13:00 Culture Groove Opening
13:02 Ambient Plino
14:15 OXY
15:30 Nikora & Northwind
16:45 Frequenzklobel
18:05 Digital Reflection
19:30 Prodelic
21:00 Jumpstreet
22:30 Timo Lyssi

9 LAST LOVE MOBILE

General - Guisan-Quai

12H: FOOD & BARS 13H: LOVE MOBILES & STAGES

TOGETHER WE MOVE

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partner



BE PART OF THE COMMUNITY WITH THE STREET PARADE APP





Enviroment

Uncompromisingly environmentally conscious. We are always getting better!



At the Street Parade, all waste is systematically sorted and fully recycled. The event has always been committed to sustainable practices and continuously optimizes its approaches to minimize the environmental impact of Switzerland's largest event as much 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.

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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
2026

When & where

- Date? The 33rd Street Parade is to be held on Saturday, August 8, 2026, 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 «Zurich 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 40 parties in Zurich on the Street Parade Weekend. The Parties at the official Street Parade stages will kick off at 1:00pm on Start-Area (warm-up only), Bellevue, Bürkliplatz, Kongresshaus, Limmatquai, Schanzengraben, 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 2027? 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 800,000 visitors found their way to Zurich in dry 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

Beverage, food, and non-food sales

- 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.
- Market stall (food/non-food) 2026? The spots are actually sold out. Suitable market stalls may still be considered: market@streetparade.com
- Market stall in 2027? The registration form will be available at streetparade.com/kontakt at the beginning of 2027.

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 costs amount to around CHF 4.8 million. Around five-sixths of this is accounted for by production, office, stages, security, medical services, organization, cleaning and levies to the City of Zurich, and around 10% by information (media, website, app, social media, communication, TV and advertising (magazine, posters, banners, etc.)). This is very little compared to other major events. These costs are covered by the involvement of sponsors and catering, among other things. Some parts of the organization are paid moderately. All employees, including wage earners, work for free in their free time. This is the only way the event can be held with the budget mentioned. The Street Parade Zurich association is the organizer of the Street Parade and is not profit-oriented. Any profit is invested for the coming years and/or donated to charitable institutions.

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 20 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

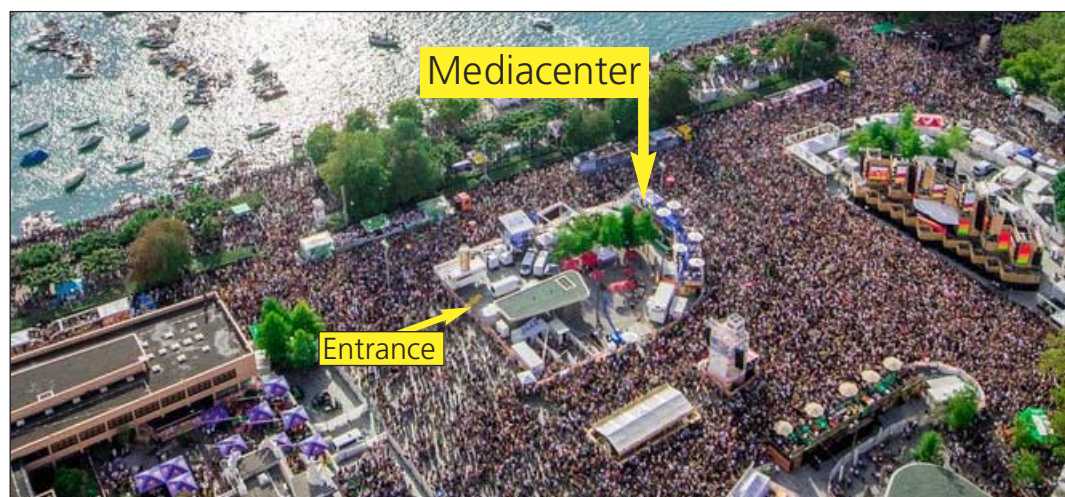
Safety

- 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? 56 tons in 2025. A major problem is the glass bottles that visitors bring onto the route and dispose of there. The «glass collection team» collects around 2 tons of glass every year. The organizers appeal to the common sense of the participants. The Street Parade association has to pay the waste disposal costs itself.

The Mediacenter is located directly on the Street Parade route, on «Sechseläuten-platz» and will be open from 1:00 p.m. Accreditation (reporting media representatives only): medien@streetparade.ch



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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THANKS!

DIE STREET PARADE BEDANKT SICH BEI ALLEN PARTNERN, GÖNNERN UND SPONSOREN, UND GANZ SPEZIELL BEI UNSEREN BESUCHERINNEN UND 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!

PRESENTING PARTNER



MAIN PARTNER



DIAGEO

PUBLIC TRANSPORT PARTNER



OFFICIAL CARRIER



CO-PARTNER



SERVICE PROVIDER



LIVE BROADCASTER

