

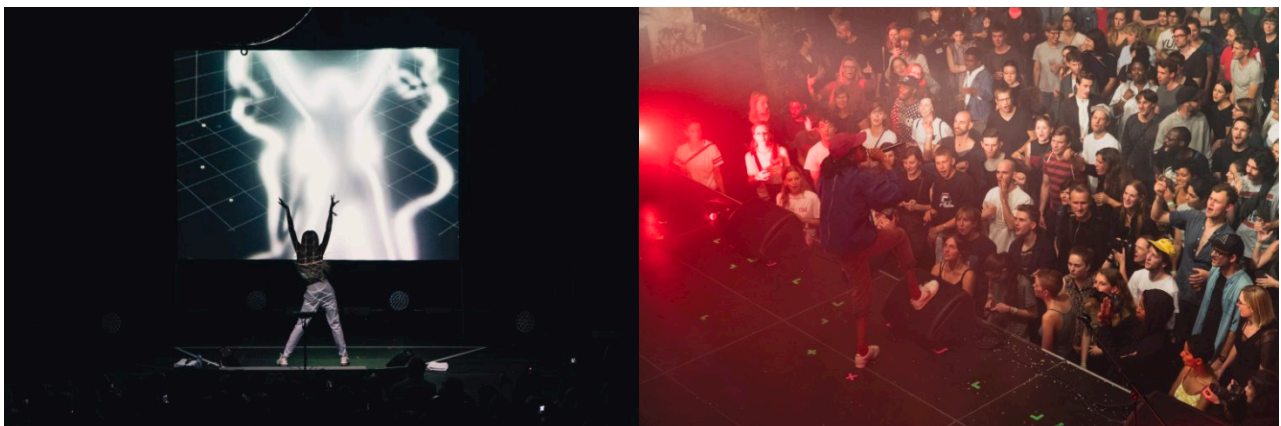
Pop-Kultur

23.08.17 – 25.08.17 / Berlin

Press Release from August 29th, 2017, Berlin

»Pop-Kultur« 2017 Welcomed 10,000 Visitors

The third edition of »Pop-Kultur«, which featured a festival programme curated by **Martin Hossbach** and **Christian Morin**, attracted 10.000 visitors to the grounds of the Kulturbrauerei and the nearby Prater Theater. From August 23rd to 25th, more than **100 programme elements**, including live concerts, DJ sets, talks, film screenings, readings, and exhibitions, took place under the direction of **Katja Lucker**, Managing Director of Musicboard Berlin.



Abra (Credit: Janto Djassi)

Little Simz (Credit: Janto Djassi)

“Thanks to additional support from the Federal Government Commissioner for Culture and the Media, which also lent us new perspectives regarding cooperation with artists, the festival was able to develop significantly,” says **Martin Hossbach**. The »Pop-Kultur: Commissioned Works« project, for example, which was conceived as a testing ground for and expansion upon production, working, and performance practices, celebrated its premiere this year.

»Pop-Kultur« 2017 highlights included a hypnotic performance by R&B singer **ABRA** featuring a specially developed virtual avatar. **Evvol** made waves with their commissioned work »Human Resonance«, which concerned itself with the themes of immigration, incarceration, and subjugation. Like many other artists, **Lady Leshurr** delivered a heavy dose of female power in her stage appearance. At the show by UK rapper **Little Simz**, the audience jumped up and down euphorically. People were sweating ecstatically in a mosh pit at the **IDLES** concert. **Erobique**, the master of hit improvisation, made music together with the audience and inspired cheerful dancing.

In a compelling fight for new perspectives and ideas, topics of focus in our talk programme included gender quotas, god, religion, krautrock, and even the importance and unimportance of our festival itself. For this year's edition of »Pop-Kultur«, we invited more exciting international and national artists than ever before. Outstanding Berlin collectives such as **ausland**, **We Make Waves**, and **Berlin Community Radio** actively participated in curating the programme. **40%** of our participating artists, including **Romano**, **Guðrun Gut**, and **Balbina**, live and work in Berlin.



Steven Warwick (Credit: Roland Owsnitzk)

Instructors for our »Pop-Kultur Nachwuchs« programme this year included **Jochen Arbeit** (Einstürzende Neubauten), **Black Cracker**, **Circuit des Yeux**, **Christof Ellinghaus** (City Slang), and **Amanda Petrusich** (journalist for The New Yorker, NYT). This year, 837 young people from over 50 countries worldwide applied for the 250 spots in the »Pop-Kultur Nachwuchs« programme. This was an increase of over **60%** from last year. Thanks to the Goethe Institut, 10 young talents from Pakistan, South Africa, Taiwan, Egypt, and other countries traveled to Berlin a week before the beginning of the festival to take part in short internships at Berlin initiatives like **Spex**, **Stil vor Talent**, and **SAVVY Contemporary e.V.** What's more, at the Soda Terrassen, they were able to participate in exchange with the city's professional music and cultural scenes and with international guests.



Riff Cohen (Credit: Camille Blake)

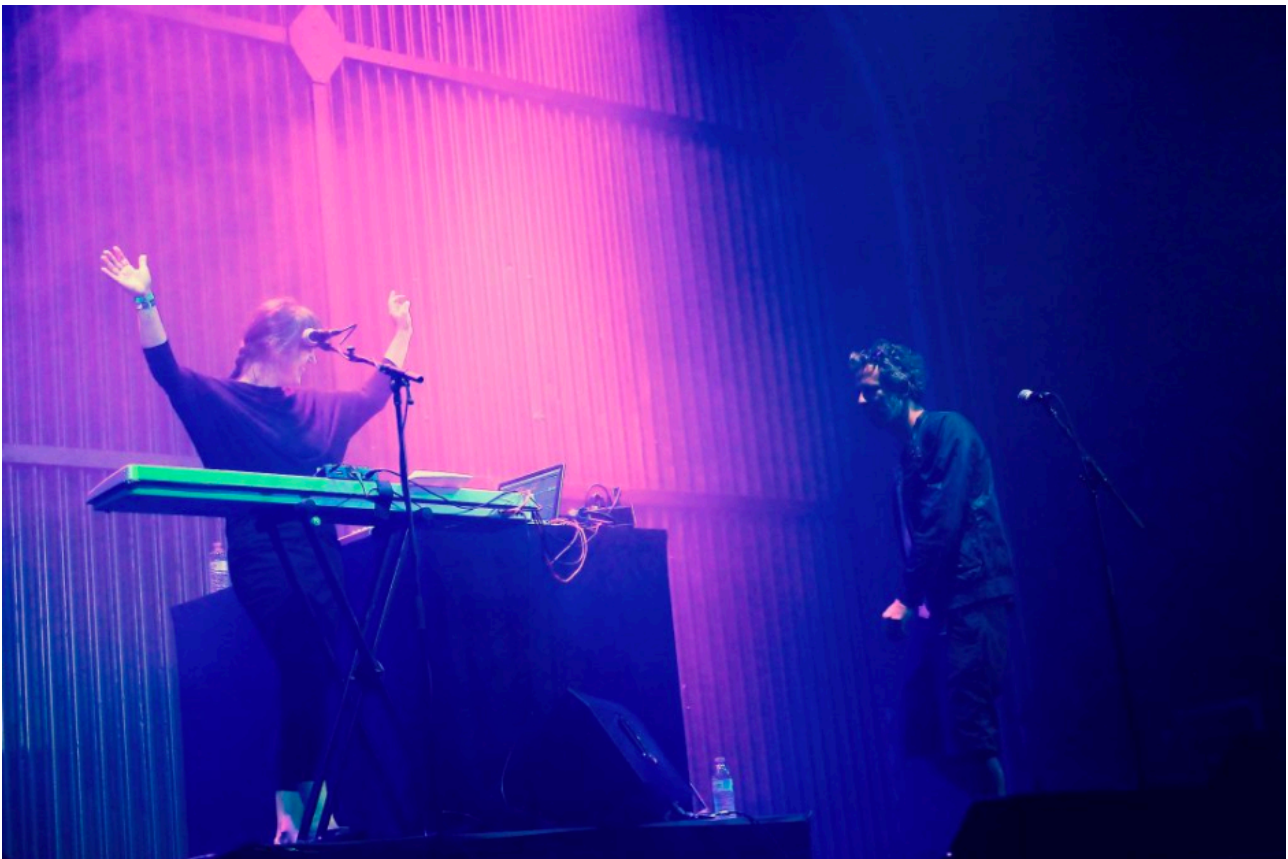
female:pressure: FACTS 2017 (Photo: Camille Blake)

In a struggle for diversity and equal rights, »Pop-Kultur« was strengthened through the still-unacceptable results of the new **FACTS survey** by **female:pressure** – in 2017, **less than 16%** of artists booked were female and **over 77%** were male. The rest were mixed or not clearly classifiable. The study focused on electronic music festivals in Europe and North America, but it collected data from across the entire world. The complete survey is available via <https://femalepressure.wordpress.com/>. According to **Christian Morin**, “in designing the »Pop-Kultur« programme, we were very careful to achieve approximately a **50/50** gender ratio, and we are very happy with our the multifaceted results”.

At the opening of »Pop-Kultur«, State Minister of Culture **Prof. Monika Grütters** as well as Mayor and Senator for Culture and Europe **Dr. Klaus Lederer** worked together with the »Pop-Kultur« team to find clear words in light of the recent boycott attacks against »Pop-Kultur«. “We would like to thank everyone who has engaged in dialogue and continues to believe in the unifying power of art, creativity, and culture beyond all borders,” said **Katja Lucker**.

»Pop-Kultur« will be back in 2018 – with the same aspirations and values.

Looking forward to the fourth »Pop-Kultur« edition!



Barbara Morgenstern / SKM60 (Credit: Annett Bonkowski)

Press Contact: Anika Väth **Tel** + 49 170 671 72 91 **E-Mail** av@pop-kultur.berlin

Festival Website www.pop-kultur.berlin **Press Department:** www.pop-kultur.berlin/presse