

Pop-Kultur/2015

Press Release, 21 May 2015

Pop-Kultur 2015: It began in Berlin!
August 26-28 / Berghain

Exclusive live performances, world premieres, talks, lectures, »Pop-Kultur Newcomers«, individual festival schedules and interdisciplinary networking between audiences and artists.

With just three months to go until the first ever »Pop-Kultur« takes Berlin and the world-famous Berghain club by storm, the fledgling festival has launched tailored tickets from as little as 6 EUR.

»Pop-Kultur« is the brainchild of the Musicboard Berlin, headed by Katja Lucker and curated by Martin Hossbach and Christian Morin. Their 'laboratory' festival concept seeks to explore the complexity of contemporary pop-culture not only in music, but in the fields technology and science.

»Pop-Kultur« has more than 60 international acts on a guest list that sees British electronic pioneer Matthew Herbert return from a nine-year hiatus to launch new album 'The Shakes'. Pop-protagonists can also expect exclusive live performances from the likes of Swiss high-flyer Sophie Hunger and Gäste, DJ sets from Wood and Zach Cowie's Wooden Wisdom, ably accompanied by DJ Fitz, plus Will Bankhead, and a newcomer programme showcasing rising talent such as Germany's Isolation Berlin and Schnipo Schranke, Spain's Hinds and the USA's H09909.

More music comes from Swedish stalwart Neneh Cherry and her band RocketNumberNine, Icelandic electronic duo Kiasmos, C.A.R., 18+, Christobal & the Sea, Chuckamuck, Sookee, Chikiss, Inga Copeland, Cummi Flu, Die Nerven, Disco Anti Napoleon, Evvol, Gabi, Girl Band, James Pants, Kero Kero Bonito, Lapalux, Levelz, Mary Ocher + Your Government, Messer, Mourn, MssingNo, Naytronix, Normal Echo, Novella, Only Real, Rival Consoles, Sky Walking, Tempers, The Juan MacLean, The Pre New, Vogue Dots, and Zentralheizung of Death des Todes.

The inaugural »Pop-Kultur« has more firsts up its sleeve, too. British actress, songwriter and singer Ebony Bones premieres her new album; British-German singer Anika stages a specially crafted performance with Krautrock veteran and NEU! member Michael Rother; Cocorosie's Bianca Casady makes her German debut of solo project 'Bianca Casady & The C.i.A.'; Berlin based band Fenster perform new album 'Emocean' live and unveil their eponymous, self-produced movie; fellow Berliner producer and composer Pantha du Prince performs as a singer for the first time in introducing new project The Triad; and authors Sven Regener and Andreas Dorau read their latest book 'Ärger mit der Unsterblichkeit' ('Trouble with Immortality') for the very first time in public.

Also reading, from his new autobiography, is New Order frontman Bernard Sumner whose bandmates Gillian Gilbert and Stephen Morris join British music producer and Mute Records founder Daniel Miller along with composer Owen Pallett for a chat in the imposing Schlackehalle. Other speakers include Matthew Herbert, Gillian & Steve, and expert neurobiologist Dr. Tom Fritz of the Max Planck Institute Leipzig, who discusses the influence of techno music on the brain.

The independent »Pop-Kultur Newcomers« program welcomes young talents of all disciplines in the workshops of the **Werkstätten des Bühnenservice der Stiftung Oper in Berlin** (Stage Services Company of the Berlin Opera Foundation). Here, future movers and shakers will be brought together with musicians and decision-makers from the economy, politics and the music-industry in close proximity of the festival venue Berghain. Integrating internationally renowned musicians, producers and theorists, who in some cases also appear at »Pop-Kultur« on the Berghain-stages, »Pop-Kultur Newcomers« constitutes an integral part of the Professional-Format within the festival. The mentors of the program range from artists, such as the versatile **Matthew Herbert**, to the aforementioned rap artist **Sookee**. Another confirmed artist is Icelandic multi-instrumentalist and producer Oláfur Arnalds with his project **Kiasmos**. »Pop-Kultur Newcomers« addresses DJ's, musicians and bloggers as well as club-, label- or festival-managers. Testimonies of experiences and backgrounds will paint a realistic and practical picture of working in professional pop-music and foster the individual talents of the participants. Furthermore the attendants will profit from diverse workshops, talks and case studies. The program's application phase starts on 2nd June via www.pop-kultur.berlin

Michael Müller, governing mayor of Berlin says about the festival: "In its free and open concept, Pop-Kultur ideally represents Berlin... I am excited and look forward to this new format that promises creative outcomes and an intense exchange of the international pop-culture scene."

The Pop-Kultur do-it-yourself ticketing tool allows festival-goers to build their own schedules and pay only for what they want. Tickets and full details are available at www.pop-kultur.berlin

-ENDS-

Notes to editors

Pictures at <http://bit.ly/1aOT0n0>

Pop-Kultur viral videos "It began in Berlin!" at <http://bit.ly/1zd1t5z>

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