



**New date, great experiences, 360° entertainment and terrific partners.**

**The SUPERBLOOM Festival will celebrate its premiere in Munich in 2021 and is proud to announce its first confirmed partnerships for the experiential areas, which offer diverse collaborations and exciting activities.**

Press release – Berlin/Munich, 1<sup>st</sup> October 2020.

Advance ticket sales start today for the **SUPERBLOOM Festival**, which will transform Munich's Olympic Park and Olympic Stadium in the heart of the Bavarian metropolis into a unique event for all five senses on **4<sup>th</sup> and 5<sup>th</sup> September, 2021**.

After the new festival was postponed due to COVID-19, the **SUPERBLOOM Festival** and its various collaborators and local partners will provide a superlative music and art extravaganza in September 2021.

With numerous fantastic and colourful experiences, **SUPERBLOOM** unites the most diverse contents for all five senses and thus offers two days of special 360° entertainment. In addition to the music programme, various special areas throughout the festival grounds will invite visitors to immerse themselves in an imaginative and charming world.

Curated by **Carolina Camilla Keusch**, a visual artist from Munich, **ARTBLOOM** offers contemporary inspirations and plenty of “wow!” moments for everyone who loves art. This year's winner of the **Kulturpreis Bayern 2020** in the category of “Visual Arts”, the curator is a tremendous asset for the festival. In the coming months, she and the organiser of **SUPERBLOOM** will collaboratively select the artists for the diverse installations and objects that will be installed and displayed at the festival.

Anybody who would like to venture a glimpse into the future should visit **SUPERBRAIN**, where knowledge becomes a tangible experience. Cooperations with **Deutsches Museum**, the **Munich Science & Fiction Festival**, the **Technical University Munich**, the **Helmholtz Zentrum Munich** and other partners bring science and technology closer to visitors. Various workshops, diverse experiments and inspiring lectures will take place on site.

Street theatre, circus, dance and acrobatics will transform **SPECTACULAR** into a colourful, shrill and fantastic event. With the first confirmed partners – **Iwanson International School for Contemporary Dance Munich** and the **Staatliche Artistenschule Berlin** – this area will enable visitors to plunge into a new world that's light-years away from the here and now.

How soon is now? With **YOUR PLANET, SUPERBLOOM** focuses the spotlight on topics that move and concern us in our daily lives. This provides a special platform for contemporary issues such as the environment, sustainability, social responsibility, human rights, diversity and equality.

The festival gets to the bottom of the questions of the decade with live podcasts, panel discussions, talks and credible cooperating partners such as the world-famous **Sea-Watch e.V.** initiative, the **Lesbian and Gay Association (LSVD) e.V.**, the **Electric Hotel**, the **World BEethoven Project** and the **Bavarian State Centre for Political Education**. This area at the festival proves that **SUPERBLOOM** is indeed colourful and open in every respect. The call for further applications to participate in **YOUR PLANET** is open until March, 30<sup>th</sup> 2021.

Additional lovingly designed areas offer something for everyone. **THE HIDEAWAY** invites guests to chill out and slow down in an idyllic atmosphere where singer/songwriters perform their own songs. Of course, a classic beer garden is a must at any festival in Munich, so **BIER&BRASS** – a beer garden with brass bands – is a perfect match for **SUPERBLOOM** and its location in the capital city of Bavaria.



In the **WEINLAUBE AM SEE**, visitors can sip delicious wine in an equally delicious atmosphere and enjoy romantic moments by the shores of the lake on the Olympic grounds.

**DISTRICT4** invites visitors to immerse themselves in the exciting world of lifestyle, fashion, beauty and sport. With its first great confirmed partners – the **Voguing House of Laconya Nuremberg & House of Saint Laurent Berlin**, **Rave Aerobic by Leni Wolf & Team** and **Becomingme Yoga & Movement Robert Ehrenbrand** – **DISTRICT4** will offer fashion shows, join-in activities and much more. Additional partners will be announced soon.

Kids will be delighted with the colourful world of **MINIBLOOM!** Here, children can try out all the things that are sometimes not possible – or not allowed – in a kid's room: romping, playing, dancing, as well as handicrafts and singing! Kids can immerse themselves in a totally new universe full of adventure and fun while they enjoy an eventful weekend with the whole family.

The fact that **SUPERBLOOM** is a diverse and colourful mixture of special activities, partners, collaborations and artists is made clear, not only by the many experiences offered at the festival, but also by the magnificent musical line-up with international and national acts and fan magnets such as **Post Malone, AnnenMayKantereit, Rita Ora, Doja Cat, Lewis Capaldi, David Guetta and DJ Snake**, as well as comedy greats like **Kaya Yanar** and **Kurt Krömer**.

**SUPERBLOOM** is looking forward to the year 2021 with confidence, curiosity and courage and wants to fill the coming summer with positive and creative experiences. With even more passion, love and creativity, a festival is being created that is contemporary, open and inspiring. **SUPERBLOOM** is aware of its responsibility for 2021 and will do everything possible to ensure that all necessary safety measures are in place. Thank you for your confidence in us!

**Advance ticket sales for SUPERBLOOM** start now.

Two-day tickets are available in advance for 155.00 euros; each one-day ticket for Saturday or Sunday costs 89.00 euros. Further ticket offers and categories are available on [www.superbloom.de](http://www.superbloom.de).

**All tickets that were already purchased for 2020 remain valid for 2021.**

**Here's an overview of all experiences confirmed to date (in alphabetical order):**

Bayerische Landeszentrale für politische Bildungsarbeit / Becomingme Yoga & Movement Robert Ehrenbrand / Carolina Camilla Kreusch - Bildende Künstlerin / Deutsches Museum / Experimenta - das Science Center / Fast Forward Science präsentiert von Wissenschaft im Dialog / Helmholtz Zentrum München - Deutsches Forschungszentrum für Gesundheit und Umwelt / Iwanson School for Contemporary Dance / Lesben – und Schwulenverband (LSVD) e.V. / Methodisch Inkorrekt! Podcast / Münchner Science & Fiction Festival / Philoscience – Turm der Sinne Nürnberg / Rave Aerobic by Leni Wolf & Team / Science Show mit Joachim Hecker von der Sendung mit der Maus / Sea Watch e.V. / Staatliche Artistenschule Berlin / Take a Stand / Technische Universität München - Lehrstuhl für Brau – und Getränketechnologie Weihenstephan / The Electric Hotel / Voguing House of Laconya Nürnberg & House of Saint Laurent Berlin / World Beethoven Project /

Confirmations of further acts and the Experience Program, as well as detailed information on the areas of the **SUPERBLOOM** Festival, will follow shortly!



**SUPERBLOOM Munich**

**September 4<sup>th</sup> and 5<sup>th</sup>, 2021**

Olympic Park & Olympic Stadium Munich

<https://superbloom.de>

If you have any questions or requests for further [press material](#) please contact:

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**About Goodlive GmbH:**

The Goodlive GmbH is an innovation-oriented company in the live-entertainment sector and forms the umbrella for more than ten companies, including some of the most renowned figureheads of credible pop culture in Germany, such as Melt or Splash! Festival, Full Force, Wanderlust, **SUPERBLOOM**, Feel, Artlake, Goodlive Artists, Bomber der Herzen, Herokey, Tix for Gigs, Melt! Booking and Gastrobüro. Nitelive Artists GmbH & Co. KG has been a subsidiary of Goodlive GmbH since August 2020.