



Press release

For immediate release

The international Dance industry assembles in Amsterdam next week

More than 200.000 visitors expected at the record-breaking 17th edition of Amsterdam Dance Event.

From next week, Amsterdam will be the centre of the international Dance industry when for five days straight, the 17th edition of the Amsterdam Dance Event (ADE) takes place. For years, ADE has been the biggest international club festival and the world's most important music conference for Dance and Electronic Music. This record-breaking edition, which starts on Wednesday the 17th of October and lasts until Sunday the 21st of October, will expand even more with the biggest artists and special events for different target groups in the scene, attracting 200.000 festival visitors and more than 3500 music professionals from 65 countries.

Over the years, ADE has become the go-to festival for electronic music, on which many artists and music professionals plan their calendar around. Starting next week, Amsterdam will welcome over 1700 artists from the international Dance scene with names as big as Armin van Buuren (NL), David Guetta (FR), Laidback Luke (NL), Fatboy Slim (GB), Richie Hawtin (CA), Afrojack (NL), Paul van Dyk (DE), Junkie XL (NL) and Chase & Status (GB). In addition, some of the biggest promoters in the world will host spectacular events such as Headhunterz and Dirty Dutch in the Ziggo Dome, the three-day Awakenings at the Gashouder and the DJ Mag DJ Top 100 Awards at the Convention Factory. Furthermore, many of the scene's biggest artists will play at the most unexpected places, such as Afrojack hosting his night 'Jacked' at Pop temple Paradiso, a Junkie XL show at the world-famous Concert Hall, Solomun at Schram Studios, Hed Kandi at the 'Muziekgebouw aan 't IJ', and various label showcases at the CUE Bar. At nighttime, a total of 300 Dance events are scheduled in more than 75 clubs: a world record which again underlines the significance of this festival in the international Dance calendar.

ADE is also proving to be forward-thinking and ambitious with their day program. Today, the Dance scene is at the forefront of the music industry, both culturally and economically, and as tradition will have it, ADE will prove yet again to be the most important business platform in the Dance music industry. At six different locations, the day program offers an array of conferences and networking opportunities focusing on music and technology, VJs and visuals, harder Dance styles, new talent, education for students and many other relevant topics. More than ever, ADE has specifically customized its program for the various target groups in this scene. There is the exclusive Hard Dance Event representing the harder styles; ADE University with a packed program in which artists and prominent professionals will give unique lectures, presentations and interviews to a select group of up-and -coming music professionals spanning a three-day period; the popular ADE Next for young musical talent and the Music and Bits program which focuses on the latest

developments online. A brand new initiative is the promising ADE Playground which will connect the nighttime festival-goer, in possession of a special ADE CARD, to an exciting day program consisting of exhibitions, in-store showcases, pop-up stores, film screenings, goodies and surprises all interwoven with every facet of Dance culture.

For years now, the ADE Conference has proven to be one of the most important platforms for electronic music, where plans, connections and projects come into being which will then go on to dominate the year to come. The highly-acclaimed day program, which connects up-and-coming talent to the absolute top of the industry, students and start-ups to the superstar DJ and CEO, has, for the fifth year in a row, completely sold out. Like every year, ADE will yet again receive an enormous delegation of prominent guests from the international music industry. ADE offers them the opportunity to attend both huge and intimate workshops and masterclass sessions, interactive Q&As, panel discussions and other networking sessions, along with the possibility to discuss the latest developments and to establish important new business contacts.

ADE takes place from the 17th of October till the 21st and is organized by The Amsterdam Dance Event Foundation, an initiative of Buma.

For more information go to www.amsterdam-dance-event.nl

NOTE TO EDITORS

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