



Press release

Hilversum, October 21

Amsterdam Dance Event sets new record

Record number of 300,000 music lovers, 5,000 conference visitors and 2,156 artists

The eighteenth edition of the Amsterdam Dance Event (ADE), the world's leading electronic music platform, attracted a record 300,000 festival visitors and 5,000 conference delegates from around the world. With the international dance industry, music lovers, artists and media present at the 5-day event, which took place from 16 – 20 October, ADE 2013 was truly a global music gathering.

For both industry and fans, the ADE is the definitive destination to discover the best electronic music, stay up to date on the latest developments and trends, get in touch with brands and artists, be inspired by creative thinkers and witness everything that the global electronic music scene encompasses.

From emerging talent to the leading names

ADE Festival attracted 300,000 dance music lovers from around the world, all of whom were treated to an overwhelming array of performances from 2,156 national and international artists. For five whole days, music fans could choose from over 300 different events in 80 clubs where almost every music genre was represented. Amongst the artists performing were: Adam Beyer (SE), Afrojack (NL), Armin van Buuren (NL), Black Coffee (ZA), Calvin Harris (GB), Carl Cox (GB), Carl Craig (US), Chris Liebing (DE), Chuckie (NL), Danny Tenaglia (US), David Guetta (FR), DJ Shadow (US), Goldfish (ZA), Gui Boratto (BR), Guy Gerber (IL), Henrik Schwarz (DE), Joris Voorn (NL), Laurent Garnier (FR), Maceo Plex (US), Martyn (NL), Maya Jane Coles (GB), Michael Mayer (DE), Nina Kraviz (RU), Paul Oakenfold (GB), Pete Tong (GB), Richie Hawtin (CA), Seth Troxler (US), Solomun (DE), Tiësto (NL) and many others. On ADE's Saturday, during the DJMag Top 100 show, Dutch DJ Hardwell was voted as the new number 1 DJ of the world.

An extensive business platform

The world's number one networking destination for 5,000 electronic music industry professionals sold out in record time again this year. This year's ADE Conference series included many inspirational and influential speakers such as Nile Rodgers (US), Duncan Stutterheim (ID&T, NL), Giorgio Moroder (US), Bob Lefsetz (US), Armin van Buuren (NL), Richie Hawtin (CA), Kyle Hopkins (Microsoft/Xbox, US), Tiësto (NL), Nate Auerbach (Tumblr, US) and many more. New was the addition of sustainability forum ADE Green, a successful joint initiative between ID&T and ADE.

Electronic music lifestyle

The ADE Playground covered all things related to electronic music lifestyle, with a unique series of film, art and pop-up events with gear related programs from leading global software and hardware brands.

Official facts ADE 2013

Festival visitors 300,000
Conference visitors 5,000
Playground visitors 5,500
Clubs & venues 115
Events 300
Artists 2156
Journalists & media 460
Speakers 317
Nationalities 75

25 years of dance music in The Netherlands

This year marks the celebration of 25 years of dance music in The Netherlands and as part of that ADE hosted multiple initiatives to join the festivities, such as the presentation of the book *Mary Go Wild*, club events, in- and outdoor expositions and many presentations and movie screenings.

For more information, live reports, pictures and video's visit www.amsterdam-dance-event.nl

The ADE took place from October 16 - 20 and is organized by the Amsterdam Dance Event Foundation, an initiative of Buma. Official partner ADE: Samsung.

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