



Press release

Hilversum, October 12

## **20 years of dance music culture at Amsterdam Dance Event**

**ADE Playground provides daytime entertainment, engagement and plenty of surprises for the legions of electronic music fans visiting the world's biggest club festival. From 14-18 October highly original and unusual brand experiences can be found at multiple sites all over the city centre and beyond.**

In addition to the ADE Festival's more than 2,200 artists, ADE Playground offers a mostly free daytime program of dance music-related exhibitions, movies and documentaries, as well as DJ showcases, gear master classes and public Q&A's across Amsterdam's five main districts.

### **A musical Playground**

ADE Playground makes up the cultural heart of Amsterdam Dance Event and comprises five themes: Art, Film, Gear, Talks and Pop-Up to find the essence of more than 25 years of dance music culture.

Among other photography museum FOAM and the Amsterdam Museum provide a fine selection of dance-related exhibitions and shows, reflecting on the dialogue between the visual arts and electronic music. In De Melkweg, Canadian producer Marc Houle performs his new soundtrack to the brilliant 1926 silent movie 'A Page of Madness'. At Rembrandthuis Jeff Mills will create three compositions in the workshop of the old Dutch master, and ADE Musictalks will bring fans up close and personal with their heroes in a series of live interviews featuring Afrojack, Martin Garrix, Henrik Schwarz and Skrillex.

### **Historical locations**

Together, De Brakke Grond and the Compagnietheater form the core of ADE Gear. De Brakke Grond is a hub for (aspiring) DJ's and producers, where they can follow masterclasses by industry greats, can test the newest gear and get inspired in the MusicTalks.

Pioneers like Roger Linn (father of the legendary LinnDrum drumcomputer) and Dave Smith (the inventor of MIDI) will answer questions in the 18th century Compagnietheater. The former church will be the decor of the newly introduced ADE Sound Lab, a sub-conference dedicated to musical experimentation which sheds a light on the the newfound popularity of the modular synthesizer. In the Westerkerk, world famous countertenor Andreas Scholl performs a new composition of Stabat Mater with the Belgian synthduo Vavox.

### **Top brands**

ADE spaces is a platform for brands like Facebook, YouTube, Sonos, Beatport and Urbanears who, as a part of ADE, all create their own exciting programmes filled with listening sessions, readings, workshops, exhibitions and debates.

With over 350.000 visitors from all corners of the world, ADE makes Amsterdam the capital of electronic music for a week. In the city centre, historical neighbourhoods are draped in music from the future. Fans can get closer to their heroes than ever, and aspiring musicians learn the ropes of the trade at ADE University. You can visit almost all of these ADE Playground events free of charge, or with an ADE Card, available for 10 euros.

The Amsterdam Dance Event takes place from October 14 to October 18. For more information about ADE, check [www.a-d-e.nl](http://www.a-d-e.nl)

*The Amsterdam Dance Event is organised by the Amsterdam Dance Event Foundation, an initiative of Buma. Official Partners: KPN and Samsung*

**NOTE TO EDITORS:**

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For more information, please contact:

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