

18 DEC '25

QUEEN MÁXIMA OPENS THE ANNIVERSARY EDITION OF EUROSONIC NOORDERSLAG

Her Majesty Queen Máxima will open the 40th edition of ESNS (Eurosonic Noorderslag) at De Oosterpoort in Groningen on Wednesday evening, January 14. Queen Máxima will attend the opening show featuring performances by German theater duo Siegfried & Joy, Ukrainian singer Alina Pash, Dutch band YĪN YĪN, and Spanish singer Lia Kali.

During the opening show, ESNS looks back on the past 40 years with interviews, archive footage, and contributions from former Popprijs winners and European Commissioner **Glenn Micallef**. With Europe Calling, ESNS also looks to the future. The manifestowill be delivered by **Vlad Yaremchuk**, affiliated with the Atlas Festival in Ukraine and Music Saves Ukraine.

Máxima meets artists and attends live shows at ESNS

After Her Majesty Queen Máxima and ESNS director Anna van Nunen officially open the anniversary edition of the festival, the Queen will go to the Kleine Zaal, where she will attend the live show by Goldkimono. In the Binnenzaal, Queen Máxima will watch a performance by Dove Ellis, a songwriter and performer from Ireland.

At the end of her visit, Queen Máxima will speak with artists who are performing on the first day of Eurosonic 2026 as well as artists who have performed at the showcase festival in previous years.

The magic begins with Siegfried & Joy at the ESNS26 Conference

Lights off, spot on Europe. The ESNS26 Conference starts with a bang on Thursday morning. When **Siegfried & Joy** float across the stage or spread out their magical golden cloth, they destroy all magic show clichés. For ESNS' 40th birthday the magic duo presents a special show, inspired by the Europe Calling manifest. With sensational illusions, captivating interaction and just the right amount of self-irony, the two magicians will take over De Oosterpoort for the 40th edition of ESNS.

Ticket sales ESNS26

Visitors with a ticket for Eurosonic Wednesday, an ESNS Passe-Partout or a Delegate Pass can attend the opening at De Oosterpoort.

About ESNS

ESNS is Europe's leading platform showcasing emerging European music talent. Every January, Groningen (NL) hosts the ESNS festival and conference, connecting fresh artists

with fans and industry professionals. The final day is dedicated to Noorderslag, the benchmark for Dutch pop music since 1986.

Year-round, ESNS supports new talent through initiatives like the European Talent Exchange and presents major awards including the Music Moves Europe Awards, the European Festival Awards, and the Dutch Popprijs. It partners with key organisations and alliances such as Yourope, EBU, and Green Deal Circular Festivals to foster a diverse, sustainable music scene.

Since 1986, ESNS has helped launch careers of artists like AURORA, Stromae, Christine and the Queens, Fontaines D.C., Sigrid, Altin Gün, The Haunted Youth, The XX, Robyn, Tramhaus, Sam Smith, Hozier, Zaho de Sagazan, Fat Dog, Judeline, Luvcat, Boko Yout, Antony Szmierek, Kingfishr, Sylvie Kreusch, Arp Frique & The Perpetual Singers.

Not for publication:

Accreditation for the ESNS Opening

Accreditation for the opening can be requested until Wednesday afternoon, January 7, 12:00 noon, at floor.oostra@esns.nl, stating your name, media outlet, and position. This accreditation is only intended for media outlets that specifically wish to cover Queen Máxima's visit.

Accredited media will receive a press programme with further information by Monday afternoon, January 12, at the latest. In case of high interest, a limited admission policy may apply.

Members of the press who wish to attend the ESNS Festival or Conference can apply for accreditation via: esns.nl/info/press-accreditation.

More information:

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