



Art, Music, Digital Conference: re:publica and the Reeperbahn Festival announce programme highlights in LA for the kick-off of the Sequencer Tour in the US

+++ re:publica, the Reeperbahn Festival and next media accelerator are touring the US on the Sequencer Tour
 +++ Tour kicks off in LA on 30 October to 5 November 2018 +++ Announcement of some highlights with exhibition formats, showcases, Music Matches and digital conference +++ Four additional events planned for 2019 as part of the Germany Year USA

Berlin/Hamburg, 18 October 2018 – Germany’s leading digital, music and media platforms are taking a trip to the United States. The event partners – re:publica, the Reeperbahn Festival and next media accelerator – are going on a five-stop Sequencer Tour through the US as part of the Germany Year USA, which is funded by the German Federal Foreign Office, implemented by the Goethe Institute and supported by the Federation of German Industries (BDI). Participants at the tour kick-off in LA can expect a varied programme running the gamut from art to music to talks and panels on digital topics. As one of the Germany Year USA flagship projects, the goal of the Sequencer Tour is to strengthen the transatlantic discourse between the US and Germany with new perspectives. “We’re presenting innovative event formats on the Sequencer Tour and thereby offering a platform for transatlantic dialogue on digital social topics,” says re:publica CEO Andreas Gebhard. “We bring themes and subjects from Germany and Europe to the US,” he continues, “move into exchange and, as described by the title of our tour, create a sequence for something new. We aspire to connect communities, topics and two continents.” Programme highlights include a conference programme focussed on current digital themes, an exhibit by Grammy-winning musician and graphic artist Klaus Voormann (for example responsible for the cover art of the Beatles album *Revolver*), a showcase with performances by Findlay (GB), Giant Rooks (DE), Linafornia (US) and Mavi Phoenix (AT), not to mention “Music Matches” for German and American music industry representatives from the areas of management, recording, publishing and live entertainment. “We are pleased about the assignment given to us by the Foreign Office to strengthen the cultural exchange with the US, and we see this as the consistent continuation of our current Reeperbahn Festival activities in the North American market. We are looking forward to the Sequencer tour kick-off in Los Angeles with great excitement, reflecting the core competencies of the Reeperbahn Festival in a convincing program made up of arts, live music and music business.”, says Alexander Schulz, Managing Director Reeperbahn Festival.

Digital Conference by re:publica, 5 November 2018 in the Navel, Los Angeles

The [re:publica conference programme](#) is focussing on two main topics: the “Politics & Society” track primarily deals with relevant and overarching sociopolitical developments, while the “Leisure & Lifestyle” track discusses

topics including networked culture, digital sovereignty and future scenarios. One programme highlight is the session with the futuristic biohacker and transhumanist Rich Lee who wants to transform himself into a cyborg with the help of chips, implants and sensors. Other highlights include the discussion “Creating a New Political Momentum” with Ingrid Brodnig (re:publica18), Benjamin Snow (Civocracy) and Tara Houska (Honor the Earth); the talk on the topic of “Fight for Your Digital Rights” by Markus Beckedahl (netzpolitik.org); and the screening of the film *The Cleaners* about digital garbage collection on social media.

Art Exhibition by Reeperbahn Festival: Klaus Voormann “It Started in Hamburg”, 30 October to 3 November 2018 in the Navel Los Angeles

The interface between art and music has been an important aspect of the Reeperbahn Festival’s programme since its inception and provides the perfect outro for the Sequencer Tour appearance in Los Angeles with the multi-day exhibition “It Started In Hamburg” by Klaus Voormann. The combination of artistic and musical expression often nicely encapsulates an entire generation’s attitude towards life, and there’s almost no one who understands this better than Klaus Voormann. His six decades of widespread graphic and musical contributions are still considered vitally important for the pop culture of today. A selection of works and exhibits from the years 1958 to 2018 will be on display in the Navel in Los Angeles between 30 October and 3 November. Graphics and sketches will be shown along with reproductions from his early creative period in Hamburg and London, including the iconic cover art for the Beatles album *Revolver*, not to mention works for contemporary bands such as Turbonegro and Mando Diao.

Reeperbahn Festival International Showcase, 1 November 2018 in the Zebulon, Los Angeles

It’s best to experience exciting new music on a club stage! In the Zebulon in Los Angeles on 1 November, during a showcase evening with international artists, the Reeperbahn Festival is presenting these four up-and-coming bands and artists from Germany, the US and other countries: Findlay (GB), Giant Rooks (DE), Linafornia (US) und Mavi Phoenix (AT).

Reeperbahn Festival Music Matches, 1 and 2 November 2018 in the Navel, Los Angeles

In cooperation with the International Music Managers Forum (IMMF) and the Association of German Music Publishers (DMV), the Reeperbahn Festival invites German and American music industry representatives and those from the areas of management, recording, publishing and live entertainment to come exchange ideas on importing and exporting on both sides of the Atlantic. Discussion will include case studies about successful strategies for European artists on the American market, “do’s and don’ts” and pathways to enter the German and European music market. There will also be several keynote interviews and also speed meetings with selected German and American representatives. Find out more about the events and how to participate by e-mailing international@reeperbahnfestival.com. Admission is free of charge for all events.



About re:publica:

re:publica is Europe's biggest conference on internet and digital society. Here, bloggers cross paths with politicians, scientists meet entrepreneurs, artists meet activists. More than 19,500 people from 80 countries came together at re:publica 18 over the course of the three-day conference in Berlin to discuss current questions about digital society. The next edition of re:publica will take place from May 6 – 8, 2019, in Berlin. In addition, re:publica will host the topic „Future & Innovation“ at this year's street festival alongside Day of German Unity, October 1-3, 2018. As a strategic partner of the “Deutschlandjahr USA” it will put on five events in the United States. From December 14-15, 2018 re:publica will be launched for the first time on African soil in Accra, the capital of Ghana. The shareholders of re:publica GmbH, newthinking communications and Spreiblick Verlag have been actively engaged in the areas of network politics, digital culture and digital society for over a decade.

www.re-publica.com

About The Year of German-American Friendship (“Deutschlandjahr USA”):

On October 3rd, 2018 we will start our year-long initiative throughout the entire U.S. Featuring hundreds of events and exhibits in the fields of politics, culture, education, science, business, and industry. In cooperation with over 300 partners, we will showcase how closely our countries are linked through deep historical ties, shared values, and bold visions for the future. We will explore our partnerships in all areas of society – ranging from business and industry to politics, education, culture, science, civil society, and sports and lifestyle. The Initiative aims to convey a multifaceted, modern image of Germany and the U.S., believing that we are „Wunderbartogether“. The Year of German-American Friendship (“Deutschlandjahr USA”) is a comprehensive and collaborative initiative funded by the German Federal Foreign Office, implemented by the Goethe-Institut, and with support from the Federation of German Industries (BDI).

<https://wunderbartogether.org/>

About Reeperbahn Festival:

Music has always been a central component of transatlantic cultural exchange. And, increasingly, a growing number of German artists are succeeding in gaining a firm foothold in the US market. As Europe's largest international music platform, Reeperbahn Festival has, from the very start, seen itself as an intermediary between Europe and the US, and will be in Los Angeles to present itself as part of the Sequencer Tour. With an emphasis on three key areas – live music, the music business, and art – this miniature edition of Reeperbahn Festival in L.A. will focus on forging greater cooperation between Germany and the United States. By promoting the export of German music and working to enhance awareness of German artists abroad, by furthering active networking between the German and American music industries, and by embracing the universal language of

art – Reeperbahn Festival is an embodiment of the immense importance of music and art as a bridge between Europe and America.

www.reeperbahnfestival.com

About next media accelerator:

next media accelerator is an independent accelerator funded by over 30 media outlets in Germany and Austria. NMA invests in early stage media tech startups from Europe, Israel and USA providing innovative solutions to disrupt the media. NMA was initiated by the German Press Agency (dpa) and founded in 2015 in Hamburg by several independent partners in order to offer media related startups a place to succeed. Since its foundation, NMA has successfully built an alumni network of over 40 companies. During the past years a strong international community. With several partners on board in USA, Europe and Israel, we aim to expand and strengthen the hub for media innovation in Europe.

<https://www.nma.vc/>

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