

Colour the World – Holi Festival Of Colours Celebrates Great International Success

Since 2012 the Holi Festival Of Colours fascinates people worldwide – around 300000 people in 25 cities were swept away by the rush of colours last year. And this year even countries like Malaysia and Kenya are part of the tour.

Since the first Holi Festival Of Colours in 2012 a lot has happened: 3.500 guests came to celebrate at the inaugural Festival at the Postbahnhof in Berlin, in the past year there were 10 to 20 thousand guests at the festivals from London to Barcelona. The number of open air events has also increased steadily: 2013 there were 25 festivals in Germany and across Europe. The colourfulness continues to spread: Apart from cities like London, Rome and Amsterdam, there will be the first ever Holi Festival Of Colours during the legendary spring break in Cancun, Mexico, in 2014. In addition there will be Festivals in Tunisia, Brazil and Dubai.

The success of the Holi Festival Of Colours became apparent very early on: the 3500 tickets for the first event in the Postbahnhof Berlin were sold out in 4 minutes. “We were overwhelmed” the three founders Max Riedel, Maxim Derenko and Jasper Hellmann reminisce. “That is what made us think bigger and become active internationally as well.” The courage has paid off. In 2014 festivals are planned in around 30 major cities, 14 of those in Germany. “This year we are expecting a total of half a million guests at our festivals”, explains Max Riedel. This is a consequence of the great reception the festivals have experienced. The rush to get tickets is so big, that in many cities tickets are sold out within a few hours. Tickets are sold solely via Facebook and the Internet, rather than booking points.

Indian Tradition Conquers the Globe

The basic idea remains the same everywhere: The organisers keep the values of the Indian Holi and build the program around them. Cultural diversity, tolerance and mutual respect are the core elements in India as well as at the Festival Of Colours and shape the incomparable atmosphere. That especially comes across through the relaxed and joyful audience. The powder not only covers the clothes, but also removes any inhibitions: “Even shy people dance without restraint, happily throw colour powder in the air and fall into the arms of strangers”, says Max Riedel.

From Germany to the World

The Holi Festival Of Colours distinguishes itself from other Holi organisers not only through the successful concept – but it was also the first one in Europe. The success quickly encouraged the three founders Jasper Hellmann, Max Riedel and Maxim Derenko to bring the colour festival to the rest of the world. There are many reasons to believe that the success story will continue on the global stage. The Festival Of Colours seems to meet a global zeitgeist that no one can elude.

All tour dates, further information, as well as photos and videos can be downloaded in our press lounge:
<http://www.holifestival.com/uk/en/festival-of-colours/presslounge>

