

FACT SHEET

Inspired by the Indian Colour Festival Holi the three Berlin lads Jasper Hellmann, Max Riedel and Maxim Derenko first brought the Holi Festival Of Colours to Germany in 2012. Thanks to their experience in the field of advertising, project management and events, they were able to quickly and successfully establish the brand Holi Festival Of Colours. The following year they organised 22 festivals worldwide with a total of 300000 guests with the newly founded Holi Concept GmbH. By now about 1 Million Facebook Fans are anxiously awaiting the Worldtour 2014.

PROGRAM

The procedure is the same for all cities: Admission starts at 12 noon. At 3 pm there is the first colour countdown. At this point all festival guests throw their holi powder in the air and the festival grounds are transformed into a sea of colour. This extravaganza is repeated every hour until the last countdown at 9:50 pm and then at 10 pm the doors close.

TRACK RECORD 2013

- 25 festivals worldwide, 14 in Germany, 7 in the rest of Europe
- 10 to 20 thousand guests per festival
- 300 thousand guests worldwide
- Over 1 Million Facebook Fans

OUTLOOK 2014

- At least 30 festivals worldwide, 16 of those in Germany
- Up to 25 thousand guests per festival
- Goal: 500 thousand guests worldwide
- Motto: "be happy"
- NEW: the Holi Festival Of Colours App
- Line up: Electronic to Hip Hop and many more, for example Robin Schulz, Bombay Boogie Soundsystem and Eskei83

TOURDATES (AS OF MARCH 2014)

GERMANY

Date	City	Location
10.05.2014	Hamburg	Imtech Arena
21.05.2014	Leverkusen	Neuland Park
14.06.2014	Berlin	Reiterstadion Olympiapark
19.07.2014	Dortmund	Fredenbaumpark
19.07.2014	Dresden	Rinne Dresden – Festwiese Ostragehege
26.07.2014	Munich	Messe Munich
10.08.2014	Gelsenkirchen/Essen	Trabrennbahn Gelsenkirchen
16.08.2014	Mannheim	Maimarktgelände
13.09.2014	Karlsruhe	Messplatz
tba	Cologne	
tba	Frankfurt	
tba	Leipzig	



tba Saarbrücken
tba Stuttgart

Presale starts March 30th 2014, tickets are 19,99 €.

WORLDWIDE

Date	City, Country	Location
21.03.2014	Dubai City, UAE	Dubai Jebel Ali Golf Resort
22.03.2014	Cancún, Mexico	Mandala Beach Club
17.05.2014	Vienna, Austria	Donau Insel
14.06.2014	Hammamet, Tunisia	Yasmine Valley Golf Club
14.06.2014	Rome, Italy	Ippodromo Delle Capannelle
21.06.2014	Amsterdam, Netherlands	ArenA Park Amsterdam Stadium
28.06.2014	London, England	Queen Elizabeth Olympic Park
29.06.2014	London, England	Queen Elizabeth Olympic Park
02.08.2014	Utrecht, Netherlands	Vredenburg Leidsche Rijn
tba	Barcelona, Spain	
tba	Dublin, Ireland	
tba	Brussels, Belgium	
tba	Rio de Janeiro, Brazil	
tba	Santiago de Chile, Chile	
tba	Buenos Aires, Lagos	
tba	Lagos, Nigeria	
tba	Johannesburg, South Africa	
tba	Cape town, South Africa	
tba	Nairobi, Kenya	

WEBSITE, FACEBOOK AND PRESS AREA FOR FURTHER INFORMATION

Homepage: holifestival.com
Presslounge: holifestival.com/uk/en/festival-of-colours/presslounge
Facebook: facebook.com/HoliFestivalOfColoursCityname, eg. : facebook.com/HoliFestivalOfColoursLondon
Instagram: instagram.com/holifestival
Twitter: twitter.com/Holi_Festival

