

## Holi Festival Of Colours – The First and Biggest Colour Festival in Europe Is Back

The Holi Festival Of Colours is Europe's first and biggest colour festival. The combination of the crowd and the connection to the Indian Holi make this a unique experience for the guests. Experience and professionalism of the organisers guarantee the best standards when it comes to location, organisation and security.

**They were the first:** 2012 the three friends Jasper Hellmann, Max Riedel and Maxim Derenko brought the Indian Holi Festival to Berlin. Just one year later the Holi Festival Of Colours wowed hundreds of thousands of people around the globe. In 2013 it was the biggest colour festival with 10000-20000 guests per event. The guests of this colour festival know this feeling – the more people throwing coloured powder in the air the more fun they have and the greater the experience of the Holi spirit.

The colourful powder, which quickly covers all the guests at the cheerful open air festival, makes differences, prejudices and inhibitions disappear and ensures that the virtues of the traditional Holi – cultural diversity, tolerance and mutual respect – are lived and celebrated at the festivals from Hamburg to Barcelona. The Indian music acts and the culinary delicacies are further highlights for the Fans of the Festival Of Colours. “Also Indian friends of ours that have experienced our Festival were ecstatic”, says Jasper Hellmann pleased. Additionally, the coloured powder meets extensive safety standards, is biodegradable and washable.

### More interaction and new ideas

The main aspect of the Holi Festival Of Colours is the collective experience. Early on, the organisers introduced the countdown, where all guests collectively throw coloured powder into the air every hour. This year they are going one step further: thanks to the new Holi Festival Of Colours app the fans can better plan their festival experience thanks to many helpful tips and even communicate via the app during the event. Something else is new: this years the festivals will be celebrated under the motto “be happy”. This message will not only be reflected at the festival but also on facebook, where millions of fans are anxiously awaiting the start of the colour festivals.

### Experience as a formula for success.

The success of the Holi Festival Of Colours is not merely a result of the bright colours – the experience of the organisers also plays a key role. The résumés of the three founders show many different stations in the field of project management, event management and advertisement – a combination that results in a well thought-out concept and is reflected

in the meticulous planing of the festival. The organiser put great emphasis on a central location and excellent connections: the journey to the festival should be quick and straightforward for the guests, even though, if possible, there is parking available, the easiest way to travel to the venue is with public transport or bike. Additionally, the guests should have a nice green field to dance on. “The fans of the Festival Of Colours just love to dance barefoot” explains Max Riedel. “If we find miscellaneous shoes at the end of the festival, then we know we did everything right.

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>



**Festival  
Of Colours**