

Colourful Program: DJ Robin Schulz and Bombay Boogie Soundsystem Bring the Indian Spring to Europe

Following the world wide success last year, the Holi Festival Of Colours will inebriate with bright colours and a more diverse sound. This year, apart from house, it will feature hip-hop and other musical genres. Musical and culinary delicacies from the country of origin of the Holi will bring real Indian vibes to the festivals.

With the Holi Festival Of Colours in 2012 the Indian spring festival first came to Europe – however considerably rejuvenated and refreshingly different. “From the beginning onwards, it was important to incorporate the homeland into our festival”, says Jasper Hellmann, who caught the Holi bug during a trip to Dehli. “As a result the fact that, next to great live DJs such as Robin Schulz, Bombay Boogie Soundsystem are back on board this year makes us so much happier.” The combination of DJs, MCs, singers, drummers, sitar players and dancers make for a unique Bollywood club sound – this sweeps a few of the guests off their feet. “Around here, when thousands of people from different backgrounds dance and party on the grass together, it sort of feels like Woodstock in Dehli”, says Jasper Hellmann pleased.

The Organisation

Of course the locations have to be suitable. Apart from a mostly green location, great importance is attributed to good accessibility and high security standards at the Holi Festival Of Colours. This way the Fans can enjoy the festival without worrying. From Indian finger food to German beer, there is something to eat and drink for everyone. The gastronomic concept was devised by Mario Kotaska, a famous German TV cook and cookbook author. The colourful community can enjoy his culinary delicacies at the pagoda tents during the festival.

The motto: “be happy”

Whether in London, Berlin or Amsterdam – the sequence of events is always the same. The party is from 12 noon to 10 pm and from 3 pm there is a spectacular countdown every hour. Everyone throws their coloured powder in the air turning thousands into a sea of bright colours. This is so popular with the fans, that numerous other organisers have tried to adapt this successful concept. However, Jasper Hellmann and his colleagues and friends Maxim Derenko and Max Riedel are convinced that the feeling at the Festival Of Colours is unique and cannot be copied. There is no shortage of new ideas amongst the three Berlin lads. That is why this year the colourful spectacle will have the motto “be happy”, which is just what they intend – to bring happiness to all their Fans worldwide.

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>

