

## **Colours, Friends, Flirting – the Holi Festival Of Colours Brings a New Spirit to the Festival Scene**

The Holi Festival Of Colours lives the spirit of the Indian festival of colours like none other. All over the world the collective fun makes strangers become friends, immediately sweeps you off your feet and shows everyone the colourful side of life.

In India it is a long standing tradition: every year the spring is welcomed with the Holi. Colourful powder, so called Gulal, combined with loud music intoxicates the people with colour and music – descent, religion and social status no longer matter. “A few years ago I was lucky enough to personally experience Holi when I visited the north Indian city of Dehli and I was overcome by the feeling of togetherness, the colours and the untamed joi de vivre” says Berlin lad Jasper Hellmann. Shortly after his return he organised the first Holi Festival Of Colours in Europe with his friends Maxim Derenko and Max Riedel – with overwhelming success. Two years later the most colourful open air festival by far is going on world tour.

### **A Touch of Woodstock**

Whether in London, Rome, Hamburg or Mexico City – the spirit of the festival captures everyone. Apart from the colours and the music, this is mainly due to the (predominantly female) fans themselves – young people dancing barefoot, celebrating with old and new friends and are willing to embrace a different culture. This works even without a spiritual reference. “Even a representative of the Indian embassy visited our Holi Festival Of Colours with his family and was overwhelmed”, says Maxim Derenko. “Just as in India, our goal is to celebrate together in a peaceful and joyous atmosphere. Pillared by the cultural diversity, the fun and mutual respect.”

With this extraordinary approach the Holi Festival Of Colours sets itself apart from the rest of the European festival scene. The music plays an integral role, but only in combination with the overwhelming rush of colours and the unique audience the Festival Of Colours becomes a true festival for the senses.

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>

