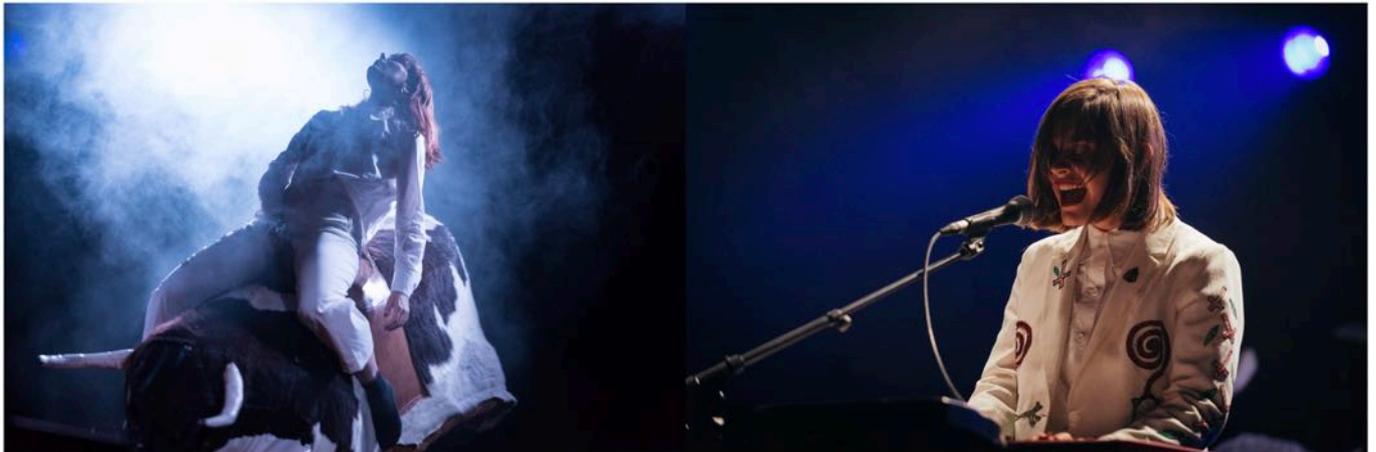


Pop-Kultur

15.08.18 – 17.08.18 / Berlin

Press Release, 20th of August 2018, Berlin

The fourth edition of the »Pop-Kultur« festival welcomed 10,000 visitors onto the grounds of the Kulturbrauerei. More than 100 programme items including **live concerts, DJ sets, talks, films, readings, and exhibitions** were presented from August 15th to 17th under the direction of **Katja Lucker**, Managing Director of the Musicboard Berlin, and curated by **Martin Hossbach** and **Christian Morin**.



Sophia Kennedy by Camille Blake / Pop-Kultur 2018

"We are pleased with the popularity of this year's programme and will continue to stand by this heterogeneity in the future. We strive to book interesting acts of different disciplines and generations as well as of different cultural backgrounds and genders. When legends such as the CAN keyboardist **Irmin Schmidt**, the punk icon **Lydia Lunch**, or the visionary **Vivian Goldman** share their experiences with very young artists, it creates an extremely productive interface in which past and future overlap," says curator **Christian Morin**.

In addition to renowned artists such as **Neneh Cherry** or rap founding fathers **The Last Poets**, the 2018 edition hosted aspiring national and international acts such as **Anna von Hausswolff**, **Haiyti**, **Noga Erez**, **International Music**, and **Floho** onto the 16 stages of the Kulturbrauerei, as well as talents from the Pop-Kultur Nachwuchs programme.

Curator **Martin Hossbach** summarizes: "For many of the guests I talked to, the Pop-Kultur Commissioned Works were special highlights of the festival. For example, euphoric applause followed the commissioned works by **Pan Daijing**, **Karen Gwyer**, **Sophia Kennedy**, and **Hope & Moritz Majce**, as well as the performance by **Rausch Royal** in cooperation with the **RambaZamba Theater**. **Pop-Hayat**, the series of commissioned works organised by the Hamburg guest curator **Yeşim Duman**, was also met with great enthusiasm."



Pan Daijing by Camille Blake/Pop-Kultur

The festival promotes inclusion both on, off, and in front of the stage. With the help of **Laura M. Schwengber**, various programme items were interpreted into sign language, including the commissioned work by **Kat Frankie**, the performance by **Drangsal**, and several talks. In collaboration with diversity manager **Elnaz Amiraslani**, all venues were checked for accessibility. The Pop-Kultur website also offers a section in simple language and info-podcasts for blind guests. The response to the inclusive offer was positive. "It's quite clear: if inclusive cultural events are offered, demand follows," says Festival Director **Katja Lucker**.

Pop-Kultur will take place again in 2019: "Our festival will always act as a space for exchange and dialogue. We also want to prove that pop should be valued as much as so-called 'high culture,'" adds **Katja Lucker**. On March 23, 2019, the »Pop-Kultur Commissioned Work: Plunderphonia« by **Henrik Schwarz & Alma Quartet** will be presented as a follow-up to the Pop-Kultur premiere in the main hall of the Hamburg Elbphilharmonie.



Floho by Janto Djassi / Pop-Kultur 2018

The White Screen by Camille Blake / Pop-Kultur 2018

Press Contact Anika Väth **Tel** + 49 170 671 72 91 **E-Mail** av@pop-kultur.berlin
Festival Website www.pop-kultur.berlin **Press Info** www.pop-kultur.berlin/presse

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