

## **Amsterdam Dance Event adds ADE Playground to its format**

**The Amsterdam Dance Event (ADE) 2012 expands its Conference/Festival format with the new ADE Playground, offering visitors to ADE Festival a wide selection of daytime activities, nearly all of which are free-entry and exclusive to ADE Card holders. ADE Playground will transform Amsterdam into the biggest pop-up store on the planet. A program of studio sessions and gear workshops, movie screenings, exhibitions and in-store performances by reputed deejays and artists what will propel the city of Amsterdam into a veritable playground for electronic music fans. The ADE Festival Lounge at Stanislavski/Stadsschouwburg on Leidseplein will function as festival pavilion and central meeting point for ADE Playground visitors.**

ADE Playground is the third 'leg' of ADE, complementing the ADE Conference, the daytime program limited to dance industry professionals, and the ADE Festival, the night program for clubbers. ADE Playground is developed to entice visitors of ADE Festival, which programs 800+ performances in five nights and ranks as the planet's biggest dance music festival. The 2012 edition is expected to attract 200.000 visitors, including 30.000 non-Dutch visitors from 65 countries. ADE Playground offers ADE Festival visitors a dance-related daytime program full of surprises.

Part of the ADE Playground program is free-entry to the general public. Another part is open exclusively to ADE Card holders. The ADE Card retails for € 10 on the ADE Playground website (in the weeks leading up to ADE) and the ADE Festival Lounge (during ADE); the number of ADE Card's is limited. As well as offering exclusive entry to a number of ADE Playground events for the duration of ADE, the ADE Card also provides a 20% discount in J.C. RAGS flagship store, a 10% discount at FOUR menswear store and a 20% discount on ADE Merchandise at the ADE Festival Lounge.

### **The ADE Playground program focuses on four clusters:**

**Gear:** Leading brands of deejay and studio gear/software Akai Professional/Numark, Native Instruments, Pioneer and Hercules will set up 'open shop' at various locations in Amsterdam's canal area, presenting gear demonstrations and workshops, often hosted by renowned deejays and producers. Moreover, studio sessions at SAE Studio are open to the public, including a workshop hosted by producer Mike Huckaby at Amsterdam Roest and Red Bull Studio Amsterdam master classes.

**Exhibitions:** Various dance-related exhibitions are on offer during ADE. Ten Haaf Projects presents Vom Bleiben ('On Staying'), a series of photos of (German) techno clubs after the crowd has left and the venue has yet to be cleaned out. &Foam, the concept store of Foam Photo Gallery, exhibits work of Italian bureau Fabrica. Oz, Amsterdam's acid center, shows a selection of sleeves of '80s and '90s acid releases.

**Film:** The official kick-off of ADE, on Wednesday October 17, is the world première of Dutch Influence, a documentary that maps the global success of Dutch dance. The movie is showing at Pathé City Theater as part of the ADE Playground program. Melkweg Cinema presents Films@ADE, a series of music-related documentaries, including 'left fields' from Austria, Resident Advisor's series of shorts 'RA Real Series: Berlin, Detroit &

Bristol', 'Paris/Berlin: 20 years of underground techno' and Charly Friedrich's 'Can U Feel It'. Odeon presents the exclusive Dutch pre-première of 'RasTa: A Soul's Journey', a movie on reggae and dub.

**In-store:** Various labels host in-store showcases and producers perform in-store gigs at ADE. J.C. RAGS flagship store presents Tiefschwarz and Terry Toner plus Maceo Plex. DJ Mason and his Animal Language label organize a BBQ at Café Speijk and visitors who show their ADE Card will be rewarded with a free copy of Mason's new album. The Nachtstrom Schallplatten label hosts a showcase at the InDeep'n'Dance Records record shop, which will include performances by October Rust, DJ Dexon and Kid Mistik. On Friday, Amsterdam-based 90watts label transforms FOUR menswear store into a club, while on Thursday from 4 till 9 p.m. Estroe, Paul Hazendonk, Eelke Kleijn and C-Jay, among others, will (wo)man the decks.

During ADE the **ADE Festival Lounge** at Stanislavski/Stadsschouwburg functions as festival pavilion and ADE Playground HQ. It is the central hub for information on ADE Playground events and activities, and the main meeting point for ADE Playground visitors. It is the place to purchase the ADE Card as well as tickets for ADE Festival events. At ADE Festival Lounge, Amsterdam's Night Mayor presents KITS Zonder Blog, a daily talk show with producers and musicians.

Participating **ADE Playground locations:** ADE Festival Lounge, Amsterdam Roest, The Amsterdam View, Backstage Hotel, Café Speijk, Club Up, CoX, FOAM, FOUR, In Deep 'n' Dance Records, J.C.RAGS flagship store, Melkweg Cinema, MINI brand store, Oz., Pathé City Theater, SAE Studio, Smirnoff Cube, Stanislavski/Stadschouwburg, Ten Haaf Projects.

The ADE Playground program will be updated in the weeks leading up to ADE. For the complete program, as it stands, check [www.amsterdam-dance-event.nl/playground](http://www.amsterdam-dance-event.nl/playground)

More information is available at [www.amsterdam-dance-event.nl](http://www.amsterdam-dance-event.nl)

*The ADE will take place from 17 to 21 October and is organized by The Amsterdam Dance Event Foundation, an initiative of Buma.*