

Hilversum, January 11th

Amsterdam Dance Event announces 2017 dates

The Amsterdam Dance Event (ADE), the world's leading event for electronic music, will take place from the 18th to 22nd of October, 2017. The organisers are expecting around 375,000 national and international visitors for the 22nd edition.

The Amsterdam Dance Event (ADE), an initiative of Buma, is the world's largest club-based festival and conference for electronic music. The event continues to grow and develop each year, with last year's edition featuring over 2,200 artists and 550 speakers in a record-breaking 140 venues.

"Amsterdam is the centre of the global electronic music scene during ADE, a hotbed for cultural and technological innovation. It's amazing to witness that thousands of delegates and music enthusiasts are spending even more time in the city every year.", say ADE director Richard Zijlma.

Besides the nighttime program, the extensive daytime program has also been expanding each year, and the organisers are committed to growing the day and nighttime activities once again in 2017, by creating new partnerships with both new as established cultural institutions as well as new partners.

International expansion

ADE is taking its activities abroad once again in 2017, with an extensive program in Mumbai, India and showcases at SXSW, Austin, USA.

Zijlma: "The Dutch creative industry is worldwide reckoned and represents an (export) value of billions, partly because of the dance scene. With our international activities we intend to increase that value and create a springboard for Dutch talent."

Since its inception in 1996, the Amsterdam Dance Event has evolved into the leading business platform of the global electronic music scene. It is the place to be and spot the latest developments: from musical trends and upcoming talents to the most recent output of dance's pioneers and superstars.

The Amsterdam Dance Event takes place from the 18th to 22nd of October, 2017.
ADE Global Sessions Mumbai takes place from the 23rd to 25th of February, 2017

For more information about ADE: www.a-d-e.nl

The Amsterdam Dance Event is organised by the Amsterdam Dance Event Foundation, an initiative of Buma.