

Press release

Hilversum, October 6

ADE Playground transforms Amsterdam into a jungle gym for dance lovers.

Electronic music legends Junkie XL, Hans Zimmer, Chris Liebing, Henrik Schwarz, Modeselektor and Nicky Romero will be opening up about their careers, experiences and inspiration at ADE Playground. In addition to the extensive club-based ADE Festival, ADE Playground offers music lovers a lifestyle program with themes such as Art, Film, Gear, Pop-Up and Talks, spread across 30 locations throughout the entire city of Amsterdam.

De Brakke Grond is ADE Playground's living room, where the ADE MusicTalks take place. The MusicTalks program includes interviews with high profile international artists such as top Hollywood film composer Hans Zimmer (US), Junkie XL (NL) and Boy George (UK) from Thursday October 16 through to Saturday October 18, open exclusively to ADE Card holders.

De Brakke Grond is also the place where prominent studio producers and DJ hardware manufacturers - including Native Instruments, Focusrite Novation and Pioneer DJ – are demonstrating their latest products and developments. On top of that *a gear test lab* has been installed in De Brakke Grond, where DJs and producers get the opportunity to test the best equipment in a hands (and ears)-on style.

In the Compagnietheater the revolutionary and astonishing 4DSOUND System is being demonstrated throughout the entire Amsterdam Dance Event, from Wednesday October 15 till Sunday October 19. There are also lectures and workshops covering the development and implementation of the sound system. On top of that, Ableton is organising daily workshops and master classes in the ADE Ableton Playground Space.

The theme Film takes place in De Balie Cinema and De Melkweg Cinema offering a series of films and documentaries about different aspects of dance culture. The program of De Balie is curated by Cineville.

Across various locations there is also an Art program, where Pop-Up stores and cultural institutions offer their pick of exhibitions and presentations, surprise performances from DJs and master classes.

The ADE x SAMSUNG HOME functions as the festival's heart and is the central meeting point of the Amsterdam Dance Event. In a glass house in the centre of the Rembrandtplein, a lounge has been constructed where visitors can meet, grab last minute festival tickets and purchase ADE merchandise. Independent radio will be broadcasting from the ADE x SAMSUNG HOME, making the Rembrandtplein a dynamic place with internationally known DJs and producers visiting regularly. Unique fan meet and greet sessions will also be held there.

ADE MusicTalks is only open to holders of the ADE Card. The film program from De Balie Cinema and De Melkweg Cinema is also accessible only for holders of the ADE Card. The ADE Card costs €10 and can be purchased from the ADE website or during ADE at the info & ticket centres in the ADE x SAMSUNG HOME and De Brakke Grond.

The Amsterdam Dance Event takes place from October 15 till October 19 and is organized by Stichting Amsterdam Dance Event, an initiative of Buma. Official partner ADE: Samsung.