

Breaking News

## UNITED NATIONS OF KFF

Kappa FuturFestival is already waiting for attendees from 58 nations. The festival's ticket sale kicks off reaching over 15k (+11% compared to 2019) 6 months before its ninth edition, which will be held in Turin on July 4th and 5th.

[kappafuturfestival.com](http://kappafuturfestival.com)

Focus On

## KAPPA PARTY @ CUBA

On February 1<sup>st</sup>, Movement Entertainment produced the first electronic music happening in Havana, on the occasion of 500 years from Cuba's foundation. In collaboration with Havana World Music and United Products, the event was sponsored by Kappa and Lavazza and had 1,5k guests.

[clever-entertainment.com/kappa-party-cuba](http://clever-entertainment.com/kappa-party-cuba)

Partners

## KAPPA – PEOPLE ON THE MOVE

The partnership with BasicNet Group has been renewed. The leading sportswear company will close to Movement Entertainment until 2023 with the notorious brand Kappa. Alessandro Boglione, BasicItalia CEO: *"This deal is among the longest sponsorships signed by our Group; this is the demonstration of the trust we place in this company, that shares our values and is now standing out in the European live-music entertainment sector"*.

[clever-entertainment.com/partner](http://clever-entertainment.com/partner)

Multimedia

## BOX OFFICE TOP 10

According to the Italian Society of Authors and Publishers' Show Observatory, Movement Torino Music Festival, unique in its sector, consolidates as one of the 10 most attended concerts of the last quarter of 2019.

[clever-entertainment.com/press](http://clever-entertainment.com/press)

## WEB STATISTICS

As of February 5<sup>th</sup>, Instagram followers are over 176k, while Facebook fans are over 371k. A single post on Kappa FuturFestival FB page set a record reaching 148,6k views and 16,7 interactions.

Calendar



**Kappa Party**  
1 February 2020  
Havana, Cuba



**Movement Unlimited stage**  
1-5 April 2020  
Chamonix-Mont-Blanc



**IndepenDance**  
24-25 April 2020  
Audiodrome live Club, Moncalieri



**Movement US**  
23-24 May 2020  
Hart Plaza, Detroit



**Kappa FuturFestival**  
4-5 July 2020  
Parco Dora, Torino



**Movement Croatia**  
20 August 2020  
Novalja, Pag