

Business Update Dec. 21

BREAKING NEWS

KAPPA FUTURFESTIVAL 2022

Kappa FuturFestival is back on the first, second and third of July 2022 in Torino. The new edition has an extended three-day programme and aims to welcome 90k guests from 105 nations in Torino and to digitally reach over 30 million people.

kappafuturfestival.com

FOCUS ON

TALKING FUTUR

Upcoming: the web series produced by the Association Suoni e Colori together with Patreon, in which KFF DJ's have open discussions on contemporary topics with renown figures of the cultural and scientific community. The videos will be broadcasted on the KFF channels and on the American membership platform as from mid-January, on a monthly basis. This project won the Culture of Solidarity call for tenders promoted by the European Cultural Foundation and the CRT Foundation.

LAVAZZA EXPERIENCE

On the occasion of the Nitto ATP Finals, the Event Area of the Lavazza headquarters, Centrale di Nuvola Lavazza, hosted the DJ sets and live entertainment curated and produced by Movement Culture.

clever-entertainment/on-demand

PARTNERSHIP

UTRAVEL

Signing of the collaboration agreement with Utravel, Alpitour's travel brand specialised in young (under 30) travellers, for the management of guest accommodation of the Kappa FuturFestival 2022.

kappafuturfestival.com/partners

MULTIMEDIA

WEB STATISTICS

The digital content launch of Kappa FuturFestival's new edition generated in total 530k viewers and 680k impressions.