

BUSINESS UPDATE APRIL 22

FOCUS ON

KAPPA FUTURFESTIVAL 2022

Already 40.000 participants from 84 foreign countries (41%) were registered by the 20th of April. The 2022 edition is extending its programme to three days: from Friday 1st to Sunday 3rd July.

kappafuturfestival.com

PARTNERSHIP

LA RINASCENTE

During the week of the Eurovision Song Contest, taking place on the 12, 13 and 14th of May, KFF and Pioneer DJ will be in charge of the musical animation of Torino's flagship store, making it a real attractive spot in the city.

RED BULL

Red Bull, the world leader of Energy Drinks, who also entered the soft drink market three years ago with Organics, is renewing its partnership with Kappa FuturFestival. Marco Trentino, Head of Red Bull Festivals & Events: *"We are happy to collaborate with Italy's most international electronic music festival, with which we share the innovative spirit and the dynamic energy, that have always been part of the group's core essence."*

SAGAT TORINO AIRPORT

The collaboration with Torino International Airport, main arrival point for guests and artists of the Festival, is renewed. Kappa FuturFestival posters will be displayed in the airport, welcoming visitors landing in Torino. Thanks to an extended network of national and international destinations, as well as new airline companies, the city is even more accessible from all of Europe.

UNA HOTELS

A strategic agreement has been signed with the most prestigious 5-Star Hotel of Torino, Principi di Piemonte, a UNA Experience hotel, high-end brand of the UNA hospitality Group. During the festival, the hotel will turn into *"House of KFF"*, hospitality headquarters for artists, media and VIPs. The Hotel Director, Leonardo Serranti: *"Kappa FuturFestival is an international showcase for Torino and we are proud to have the opportunity of welcoming to our property all the artists of the Festival, true international stars of contemporary music."*

kappafuturfestival.com/partner

MULTIMEDIA

INTERNAZIONALE

The advertising campaign with Oliviero Toscani's photos taken at the KFF has been launched in the Italian weekly magazine *"Internazionale"*. *"This festival is an important place, there is a concentration of special and very interesting young people, that don't conform to each other - said the photographer - I met people with a kind attitude, very civilized and polite guys, without arrogance, but with a great desire to discover and understand"*.

clever-entertainment.com/press

WEB STATISTICS

By the 20th of April, the followers of the group's Instagram profiles amounted to a total of 202 450, and 372 100 Facebook fans. The internet web pages register 81.600 visitors for 357.300 visualised pages.

CALENDAR

Movement Stage

15-17 April

Caprice Festival,

CransMontana

Live Stage @ Italian

Book Fair

20 May

Lingotto Fiere, Torino

Movement US

28-30 May

Hart Plaza, Detroit