BUSINESS UPDATE MARCH 2024

BREAKING NEWS

UNITED NATIONS OF KAPPA FUTURFESTIVAL

There are already 123 nations represented among the audience of the eleventh edition of the Festival, that will take place from July 5th to 7th at Parco Dora. KFF has received again the patronage of the European Commission and of the Piemonte Region.

kappafuturfestival.it

FOCUS ON

SUSTAINABILITY

Introducing a fresh sustainability initiative by Kappa FuturFestival: flags from previous editions and industrial neoprene waste transformed into bags, cases, and laptop sleeves by Cingomma, an upcycling artisanal workshop. This initiative repurposed over 145 square meters of fabric and neoprene, highlighting a commitment to environmental responsibility.

PARTNER

EDGAR SOPPER & JOSE CUERVO

The collaboration with Montenegro is further strengthened, bringing two more brands from the Group to KFF: Jose Cuervo Tequila, the world's best-selling tequila, and Edgar Sopper Gin. The latter is described by Alessandro Soleschi, Group Director of Marketing Spirits, as "*an irreverent London Dry Gin with a strong British spirit*". "*We share the same independent and disruptive spirit as Kappa FuturFestival,*" he adds.

SETZ

The leading exporter of Italian Hard Seltzer is delighted to collaborate with KFF for the second year, further solidifying the introduction of premium, high-quality hard seltzers made in Italy to the local market. "*Following last year's success, we can't wait to relive the fantastic atmosphere and energy of the Festival's audience, an initiative perfectly aligned with our vision and atmosphere, and to share our passion with the Festival's audience,*" says Natasha Frost-Savio, Marketing Manager at Setz.

958 SANTERO

The ready-to-drink spritz in a can will once again be present at KFF. "*We deeply believe in the power of innovation and creativity in art, music, and beyond: values that we see brilliantly reflected in Kappa FuturFestival, an event that represents a melting pot of cultures, sounds, and experiences, in perfect harmony with our philosophy of exploration and experimentation*" says Gianfranco Santero, president of the eponymous Group.

MULTIMEDIA

WEB STATISTICS

As of March 20th, Movement Entertainment's Instagram profiles boast a combined total of 433k followers, while the Facebook fan base stands at 379k. Over the past three months, the websites have garnered 658k page views from more than 251k users.

CALENDAR

Audiodrome Club	Movement U.S.A.	Kappa FuturFestival
August 26 - June 22	May 25 - 27	July 4 - 7
Moncalieri, Torino	Hart Plaza, Detroit	Multiple venues, Torino

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