



Media information
05.04.2016

The Pure&Crafted Festival presented by BMW Motorrad is celebrating its second edition featuring Noel Gallagher's High Flying Birds and Mando Diao on 12. and 13. August in the Berlin Postbahnhof station.

Munich. The Pure&Crafted Festival will be returning to the Berlin Postbahnhof on 12. and 13. August 2016 with lots of rock and alternative music, a big chunk of motorbike culture and a dash of New Heritage lifestyle. With exclusive Berlin gigs by Noel Gallagher's High Flying Birds and Mando Diao, Pure&Crafted is staging one of the capital's big festival experiences of the summer in 2016.

Once again this year's programme, which is set before the urbane red-brick Postbahnhof train station located between Ostbahnhof and Spree river, will not only get guitar music and motorcycle enthusiasts excited.

Noel Gallagher's voice is truly unmistakable, his guitar riffs are legendary – none other than **Noel Gallagher's High Flying Birds** will be headlining the Pure&Crafted Festival. He will be bringing along his current solo album titled *Chasing Yesterday* and a selection of Oasis classics. Also appearing on the outdoor main stage: the Swedish band **Mando Diao** who can shift so skilfully between down-and-dirty garage rock riffs and polished pop volleys with their songs "Dance with Somebody" or "Black Saturday".

A further highlight that has been booked this year are the **Band of Skulls** rockers from Southampton, who will also make the masses sway with their gigantically reverberating, larger-than-life sound. In addition these bands from England will also be appearing on stage: **Treetop Flyers, The King Blues** and **Frank Carter & The Rattlesnakes**. The line-up is completed by **Abby, Tim Vantol, Slaves, Smile And Burn, Otherkin** and **PINS**.

This has the music entertainment side covered. However, the Pure&Crafted Festival is more of an urbane festival experience than a regular music festival. Like last year the custom bike scene will be another heart piece of the event. This is where the festival shows how motorcycle culture and music harmonise together today:

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The **Wheels Area** is an open-air workshop where festival visitors can look over the shoulders of designers and artists at work. Numerous hand-picked custom workshops will also be presenting their art and wares to the Berlin crowd. The legendary **Motodrome** will be a fixed installation again, too.

The crowning feature of the Pure&Crafted Festival is the vibrant, hands-on New Heritage culture. The **General Store**, located inside the Postbahnhof station, is the place to go for those who love classy fashion and lifestyle products combined with exquisite street cuisine and superb drinks. This year's brands and exhibitors will be announced shortly.

Festival tickets are available for € 59.00 incl. charges if advance-booked. In addition day tickets can be purchased for Friday (€ 29.00) and for Saturday (€ 39.00).

Tickets are available on www.pureandcrafted.com/tickets.

Day-by-day Line-up:

Friday

Mando Diao | Band Of Skulls | The King Blues | Tim Vantol

Saturday

Noel Gallagher's High Flying Birds | Frank Carter & The Rattlesnakes | Abby | Smile And Burn | PINS | Treetop Flyers | Otherkin | Special Guests

For more information on festival and artists please see

www.bmw-motorrad.com/pureandcrafted

Website: www.pureandcrafted.com

Facebook: www.facebook.com/pureandcrafted

Twitter: www.twitter.com/pureandcrafted

Instagram: www.instagram.com/pureandcrafted

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and 137,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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