



Press release
8. July 2015

The Pure&Crafted Festival presented by BMW Motorrad will be celebrating its première on the 28th and 29th of August 2015 in Berlin. The Hives, Refused, Kitty, Daisy & Lewis and many more will rock the “Postbahnhof at the Ostbahnhof”.

Munich. After the party is before the party: The BMW Motorrad Days are barely over but the next event is already just around the corner. The Pure&Crafted Festival will be held for the first time in summer 2015 before the urban backdrop of the Berlin “Postbahnhof” and combines music, motorcycle culture and New Heritage lifestyle. The unique two-day festival offers the finest in guitar music, the love of handmade design and the best of the custom bike scene. The Pure & Crafted Festival is presented by BMW Motorrad.

The line-up will thrill fans, enthusiasts and connoisseurs of rock, alternative and folk at two venues both indoor and outdoor. One of the highlights will be the spectacular **The Hives**, who will be playing one of their two Germany shows here this year as well as the punk rock heroes **Refused** who will be bringing along a brand-new album. Another act to appear on stage is the British trio of one brother and two sisters **Kitty, Daisy & Lewis** who recently sold out the Berlin Columbia Hall with their gripping rock'n roll sounds. The best in Indie folk rock is guaranteed by **Mighty Oaks**, three Berliners-by-choice with international roots.

Further acts include the English rock duo in "White Stripes" manner **Blood Red Shoes**, the Swedish Indie formation **Friska Viljor**, the Dutch rock band **Birth of Joy**, the west coast garage rockers **Allah-Las** as well as **Talisco**, **Abay**, **BRNS**, **Suns of Thyme** and **Syd Arthur**.

Unfortunately **Annenmaykantereit** are no longer part of the line-up.

The Pure&Crafted Festival, however, stands for a whole lot more than just the love of great rock sound. Next to the double-venue musical program, the hall of the “Postbahnhof” is turned into an urban-scene market place with hand-made

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products on offer as well as exhibitors and workshops which the New Heritage culture come alive.

Be it the painstakingly hand-crafted leather goods by the Berlin-based workshop **Emma Opitz**, the legendary hats and caps by the **Stetson** brand founded in 1865 or the sought-after diamond-look stocking collections by **Burlington**, this sample of fashion brands who will be present with small showrooms and shows, already provide a promising taste of all that is to come at the Pure&Crafted Festival.

Among other exhibitors, there is the **Gestalten Verlag**, the chronicler of and impulse generator for visual culture as well as the two friends Harry Brack and Frank Damson, who - with their Berlin project **Harry Damson Speedshop** - will bring a passion for art and crafts to the festival, too.

To make sure visitors can preserve their look and style after dancing the night away, the hair and beard care product manufacturers **Oak** and **Mühle Shaving** as well as a barber will be on hand.

First-class food and drink will be available from exclusive food-trucks & bars to round off the experience for all the senses.

The outdoor area is fully dedicated to the topic of "Motorcycles": Apart from the motorcycle hellrider show in the legendary Motodrome as well as numerous custom bike garages, there will also be test rides and a Festival Bike Build-Off. The lottery for the Pure&Crafted Festival Bikes on Saturday evening will be a big highlight, too.

The Pure&Crafted Festival is moving from the original event location Ferropolis to the Postbahnhof site. This means that the first edition of the festival will take place in the urban melting pot of Berlin, where trends and subcultures are created, grow and are lived and where music is at the root of big-city life. This is where Pure&Crafted belongs, this is the home of Pure&Crafted.



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The Pure&Crafted Festival is organised by Gemeinsame Sache GmbH & Co. KG - Agency for Brand Communication - in close cooperation with experts from the custom bike and new heritage scene.

Together with the initiator and title sponsor BMW Motorrad, they are offering this scene a hitherto unknown platform in Germany.

Festival tickets are available for € 49.00 incl. charges if advance-booked.

In addition day tickets can be purchased for Friday (€ 22.00) and for Saturday (€ 35.00) at www.pureandcrafted.com.

Ticket purchased for the Ferropolis venue remain valid.

Line-up:

Friday

Friska Viljor - Mighty Oaks - Blood Red Shoes - Allah-Las

Saturday

The Hives - Refused - Kitty, Daisy & Lewis - Talisco - ABAY - BRNS -
Birth of Joy - Syd Arthur - Suns of Thyme

For further information about the festival and the artists go to

www.bmw-motorrad.com/pureandcrafted

www.pureandcrafted.com

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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 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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