



Media
6 August 2021

Information

The countdown has started:

In just six weeks the Pure&Crafted Festival will be back in Berlin.

In addition to The Hives and Jake Bugg, announced in May, Kadavar, Jupiter Jones, Smile And Burn, Sofia Portanet, Pillow Queens, Nitrodogs, Odd Couple and The Picturebook complete the musical booking.



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Munich/Berlin. It's been almost two years since we've been able to experience that special festival feeling in Berlin. It's about time to come together, to share moments and feelings, to dance and talk, and while still taking precautions against Corona, to be able to enjoy some normal life. On the 17th and 18th September 2021 it's finally happening – the Pure&Crafted festival presented by BMW Motorrad invites you to a collective celebration of music and motorbikes in the Sommergarten of the Messe Berlin.

And this year, too, visitors and music fans can look forward to some real live music gems.

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"Everything is changing" is the single that announces the return of Kadavar, after a short creative break. The bone-dry, stoner rock boys from Berlin have also released an album called "The Isolation Tapes" and will certainly rock the stage again.

Jupiter Jones from the Eifel region are experiencing a double revival. Their single "Still" is one of the best-known German-language radio hits of recent history and there is practically no-one who can't sing along with the chorus. This can also be put to the test next month.

This year's musical booking is rounded off by plenty of power from Berlin with the punk band Smile And Burn, Sofia Portanet, Betterov, with indie rock from Dublin from the Pillow Queens and plenty of guitars & riffs from the Nitrogods, Odd Couple and The Picturebooks.

As announced in May, visitors can also look forward to two other absolute highlights: one of the best live bands in the world, The Hives from Sweden, as well as the multi-talented Englishman Jake Bugg, who will be bringing his latest album "Saturday Night, Sunday Morning" (which will be released in 2 week) with him.

Custom bikes in the Wheels Area and everything around new heritage in the General Store.

Of course, Pure&Crafted is more than just music. Away from the stage everything is centred on motorcycles and the scene around them. The Wheels Area is packed with inspiring custom bikes waiting to be discovered. The exceptional bike builders include Hookie Co., JvB Moto and WalzWerk. Alongside further highlights and specials from the custom bike world which will be announced in the next few weeks, the General Store rounds off the program of the Pure&Crafted festival.



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Here, you will find a showcase of fashion and lifestyle accessories from for example, Blundstones, Bad&Bold and Ondura, all focused on new heritage culture.

From Cinema to a Portrait Exhibition, to a Kids Parcours – Pure&Crafted is for large and small and all the senses.

For the return of the event to Berlin we've managed to round off the already packed program with some special features.

The Lisbon Motorcycle Film Festival is taking over the cinema of the Messe Berlin to present selected motorcycle films and even a world premiere: for the first time ever the director's cut of the film "The Wall" will be screened.

The portrait exhibition "People of the Mile", photographed by Benedict Redgrove and presented by the Movember project and Malle London, shows portraits of bike people. These photos will be auctioned at the end of the festival and the proceeds will go to the Movember Foundation to help men's health.

And last but not least there will be a whole range of games, adventure and excitement for the kids. This will be provided by Zwergstadt who have created the Kids Parcours.

Advance ticket sales for Pure&Crafted is running at high revs.

The tickets can be bought at www.pureandcrafted.com. The ticket for the whole event costs 55.00 € until 8th August and 65.00 € afterwards, the day ticket for Friday is 30.00 €, for Saturday 40.00 €. As everyone's health & safety is the number one priority, the whole event will comply with all Covid-19 regulations and protective measures.



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You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at www.press.bmwgroup.com.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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