



Media information  
21 February 2017

## **Interpol, bikes, BBQ and the industrial charm of Berlin. The Pure&Crafted Festival presented by BMW Motorrad invites visitors to a relaxed late summer weekend at the Altes Kraftwerk Rummelsburg on 26 and 27 August.**

**Munich.** The third edition of the Pure&Crafted Festival takes place on 26 and 27 August – in a new look and at an authentic Berlin location. After two successful years at the Berlin Postbahnhof, the festival now moves to a larger space, its new home being the former Berlin power station **Altes Kraftwerk Rummelsburg**. The site offers impressive industrial charm and promises greater diversity than ever for all friends and fans of **motorcycle culture**, **New Heritage lifestyle** and down-to-earth **guitar music**. Once again this year, the festival offers an exquisite entertainment line-up. With captivating live shows by **Interpol**, **Car Seat Headrest** and **Razz**, Pure&Crafted brings Berlin a very distinctive experience in a late summer atmosphere.

With its melancholic post-punk and new wave, the US band **Interpol** is the headline act at this year's Pure&Crafted Festival. They will be bringing along their trendsetting album "Turn On The Bright Lights" with them, which celebrates its 15th anniversary this year. Also to be seen on the main stage: the self-made musician **Will Toledo** alias **Car Seat Headrest** and band. Unwilling to commit to a specific genre – which would be boring anyway – the trio plays psychedelic electronic numbers alongside punk anthems. Other highlights this year include indie rockers **Razz**, who are guaranteed to provide a thrilling live show, Berlin-based band **Picture** with its highly fashionable brand of songwriter rock, and the high-energy girls of **Gurr**. The line-up is rounded off with the adventurous high-flyers **Giant Rooks**, **Abay**, who describe their style as post-pop, **The Dead Lovers** and **The Rob Ryan Roadshow**, who like to surprise their live audiences.

But Pure&Crafted is so much more than a regular festival. In addition to the music, the spacious outdoor area will once again include an international custom bike show this year, as well as acrobatic performances at the **Original Motodrom** – guaranteed to send adrenalin levels shooting up to unprecedented heights. In the architecturally impressive machine room of the Altes Kraftwerk – a former power station – there will be familiar features such as

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Media information

Date 21 February 2017

Topic

page 2

the **General Store** with its numerous exhibitors and attractions as well as the **Food Court** offering a diverse range of culinary delights to explore.

While music lovers get their money's worth especially on Saturday with the internationally renowned stage line-up, the Sunday will focus somewhat more on the theme of motorcycle culture and New Heritage lifestyle – so it'll be time to pack up friends, family and stuff and get out into the fresh air! Pure&Crafted invites anyone with a sense of curiosity and adventure to savour the uniquely relaxed festival atmosphere and round off the weekend with an eventful day – complete with motorcycle ride-out and kids' program. And the music is a key feature here too, of course: we can look forward to some real musical gems on the Motodrom stage!

Festival tickets are now available for advance booking. The ticket for both days costs € 24.00, the ticket for Saturday costs € 19.00 and the ticket for Sunday € 5.00.

Tickets are available at [www.pureandcrafted.com/tickets](http://www.pureandcrafted.com/tickets).

## **Pure&Crafted Festival**

**When:** 26 and 27 August 2017

**Where:** Altes Kraftwerk Rummelsburg, Berlin

## **Line-up**

Interpol | Car Seat Headrest | Razz | Gurr | Giant Rooks | Abay | Pictures | Rob Ryan Roadshow | The Dead Lovers and others

**Tickets available at:** [www.pureandcrafted.com/tickets](http://www.pureandcrafted.com/tickets)

Festival ticket (Saturday & Sunday): € 24.00 (plus fees)

Saturday ticket: € 19.00 (plus fees)

Sunday ticket: € 5.00 (plus fees)



Media information

Date 21 February 2017

Topic

page 3

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In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

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