



Media Information  
02 August 2017

## **Pure&Crafted Festival presented by BMW Motorrad on August 26 + 27 – Interpol, bikes and Berlin's industrial charm at its best.**



**Munich.** From August 26-27, Pure&Crafted Festival presented by BMW Motorrad will celebrate its third edition at the Altes Kraftwerk Rummelsburg in Berlin. This year, the unique festival not only takes place at a new location but boasts a first-class programme as well: the US band **Interpol** headlines the festival with one of its rare Germany shows, performing – as if it wasn't enough already – 'Turn on the Bright Lights' in its entirety to mark the album's 15th anniversary. Will Toledo alias **Car Seat Headrest** will seduce us with his honest lyrics, closely followed by **RAZZ, Kytes**, and **PICTURES. Gurr**, the energetic Berlinerinnen by choice, will conquer the stage with their very own genre invention: New Wave Gurrlicore. **Giant Rooks, ABAY, The Dead Lovers** and **The Rob Ryan Roadshow** have also confirmed appearances. Once again, the Pure&Crafted Festival is not just about its musical highlights. All fringe events are packed with diversity and high-quality standards.

### **Wheels Area and children's programme for big and little adventurers.**

The custom bike scene is an integral part of the festival. Hand-picked workshops and dealers will present their artful bikes in the open-air Wheels Area. Alongside passionate custom workshops like **Krautmotors, Berham Customs, Urban**

Firma  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postanschrift  
BMW AG  
80788 München

Telefon  
+49 89 382-0

Internet  
www.bmwgroup.com



Media Information  
Datum 02 August 2017

Seite 2

**Motor** and Berlin's very own horse-powered, women only motorcycle club, **The Curves**, the legendary **Motodrom** will return, continuing its legacy not with two or three, but with four sensational BMW R 25/0 bikes simultaneously taking on the 'Wall of Death'.

On location, the **BMW Werk Berlin** will delicately pimp your two-wheeler with hand-drawn lining, whereas the **BMW Motorrad Truck** invites you to test the latest models. If you prefer, you can take a virtual test ride with the 'Eye-Ride' goggles.

As if that wasn't exciting enough for our little ones, the festival presents a particularly diverse children's programme this year: the 'Spielmobil' is an adventurous **kids area** in which the bravest little daredevils can pass the Pure&Crafted drivers test by taking on a special kids parcour.

### **Hand-picked exhibitors at the General Store at Maschinenhaus.**

While in the outdoor area it's all about mods and custom jobs, the General Store, located at the architecturally impressive Maschinenhaus, will lure you in with its premium new heritage brands. From the finest leather goods to high-quality textiles to must-haves for any biker, exhibitors like **Blaumann Jeanshosen**, **Red Wing Shoes**, **Leevenstein**, **Gestalten**, **Süssmädchen** and many more invite you on an extensive shopping spree with nothing left to be desired.

Vendors like **Golden Burgers**, **Imbizan** and **Urban Canteen** will spoil you with culinary street food delights, and for all your deep relaxation needs, don't hesitate to check out **TABAC's barber shop**. As in previous years, the **Movember Foundation** – promoting men's health – is our official charity partner.

**Festival pre-sale tickets** are available at €24. **Day tickets** for Saturday (€19) and Sunday (€5) are also available via [www.pureandcrafted.com/tickets](http://www.pureandcrafted.com/tickets). Booking fees will apply.

**Children up to and including 13 years of age have free admission.**



Media Information  
Datum 02 August 2017

Seite 3

Tickets:

[www.pureandcrafted.com/tickets](http://www.pureandcrafted.com/tickets)

Website: [www.pureandcrafted.com](http://www.pureandcrafted.com)

Facebook: [www.facebook.com/pureandcrafted](http://www.facebook.com/pureandcrafted)

Instagram: [www.instagram.com/pureandcrafted](http://www.instagram.com/pureandcrafted)

Social Media Hashtag:

#pureandcrafted

## 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. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>