



Media information  
20.06.2016

## **Pure&Crafted Festival presented by BMW Motorrad: Splendid supporting programme at the Berlin Postbahnhof on 12 and 13 August.**

**Munich.** On 12 and 13 August 2016, the Pure&Crafted Festival returns to the Berlin Postbahnhof with a top-notch programme. Oasis mastermind Noel Gallagher and his High Flying Birds, Mando Diao, Band of Skulls, Frank Carter & The Rattlesnakes and Abby will turn Pure&Crafted into one of the big festival experiences of this year's summer in Berlin. However, apart from all the musical delights, the rich and varied programme once again proves that Pure&Crafted is much more than just a music festival.

### **Wheels Area and new Kids Area provide great points of attraction.**

Like last year the custom bike scene will be another heart piece of the event. The Wheels Area is an open-air workshop for everyone and numerous custom workshops will also be presenting their wares to the Berlin crowd.

The BMW Motorrad Truck will be opening its doors again to present many exceptional motorcycles as well as the latest trends. The BMW Motorrad Boutique and the Style Collection are new attractions this time around. The fixtures include Berham Customs, Nagel Motors and for the first time Krautmotors and high-powered newcomer The Curves who will be reinforcing the female side of the scene. In addition to all the fully dedicated motorcycle pros, the legendary Motodrome will be there once again and an exciting Kids Area will entertain the smallest visitors since Pure&Crafted is a festival for the entire family.

### **Creative exhibitors and partners in the General Store.**

The General Store located inside the Postbahnhof station building will thrill all those keen on unusual and high-class fashion and lifestyle products, combining high-quality textiles and the finest in leatherware and biker gadgets. This year the exhibitors once again include Blaumann Jeans with their denim creations and the no-compromise classics by Red Wing Shoes and Harry Damson. Newcomers are the Wrenchmonkees offering functional biker wear as well as Feinschmuck and Ondura

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presenting filigree jewellery. For the first time Gestalten publishing house will be there with their full range of adrenaline-charged publications from the custom scene.

### **Cinema, barber shop, street food and charity round off the overall experience.**

A promising cultural programme is also planned: the Motorcycle Film Festival from Brooklyn, NY will provide cinematic entertainment and the Rollin' Eyes - Motorcycle Culture Photography Show will present the world as seen by different international photographers in an exhibition especially curated for the Pure&Crafted Festival. In the Food Court the pleasures of the palate are catered for in the form of perfectly mixed drinks and delicious street food by The Bowl, Roamers, Hotzenplotz and many more. In the Barber Shop, Oak and Mühle will ensure a relaxing visit. Double Studio is there to take care of the female visitors. Last but not least, the Movember Foundation will be on board as the official charity partner promoting male health.

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

### **Line-up for each day:**

**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



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

### **Pure&Crafted Festival**

When: 12 and 13 August 2016

Where: Postbahnhof Berlin

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)

#pureandcrafted

### **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 31 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 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.

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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