



Media Information
04 August, 2021

BMW TURNS UP THE VOLUME IN COLLABORATION WITH ALL POINTS EAST FESTIVAL.

- BMW has partnered with music and entertainment festival, All Points East, to launch the **BMW Play Next** stage, hosted by music legend **Edith Bowman**
- Headlined by **Sad Night Dynamite, Alewya, Elkka** and **SCORS**, the new stage will introduce fans to future headliners as an evolution of the acclaimed **BMW Play Next** podcast, which launched in 2020 to shine a spotlight on emerging talent
- BMW will also be supporting sustainability at All Points East by supplying a fleet of BMW X5 plug-in hybrid vehicles for artist transport throughout the festival

Following on from the successful launch of the **Play Next** podcast last year, BMW is continuing its drive to support the arts by announcing the launch of the brand-new **BMW Play Next** stage at [All Points East](#), hosted by Edith Bowman.

Bringing the hit music discovery podcast to All Points East festival in Victoria Park across the bank holiday weekend on 27-30 August 2021, the brand-new stage will introduce fans to future headliners. The **BMW Play Next** podcast built its reputation as a space for pioneering performances, showcasing innovative and ground-breaking music from the next generation of industry talent.

The original series of the podcast saw some of the key players in the music world take a deeper look into the topics facing the industry, including the future of festivals in a post COVID-19 world. A year on, **BMW Play Next** has taken it up another gear, providing a physical as well as digital platform to power emerging talent.

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TV and Radio broadcaster Edith Bowman, host of the **BMW Play Next** Podcast series, says, "I am massively excited that following the success of last year, BMW Play Next has evolved, and alongside the podcast will now also be supporting the next generation of future festival headliners with a live stage at All Points East Festival.

"Like everyone, I have missed live music so much and it's been such a challenging time for musicians. Having a stage at the festival is a great next step for what we have been trying to achieve with Play Next, providing a platform to perform and an opportunity for music fans to discover amazing new and fast rising talent.

"I am genuinely so impressed with the commitment that BMW are giving this project, music, and new artists, which is more important than ever following lockdown. I cannot wait to get onsite and listen to all the new acts, talk to them about their latest material and most of all, be amongst festival goers again."

Reflecting the innovative spirit and shared passion for creativity, the collaboration between BMW and All Points East will see a diverse selection of artists on stage. Furthermore, BMW will be supporting the festival's sustainability policies by supplying a fleet of BMW X5 plug-in hybrid vehicles that will provide artist transport throughout the weekend.

For those unable to attend the festival an exclusive episode of the **BMW Play Next** podcast will feature some of the headline acts from the new stage, including an interview and track session with headliner **Elkka**. The breakthrough DJ and producer from Cardiff has forged a formidable reputation for euphoric house music that received backing from the likes of Four Tet and Annie Mac.

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Over the four days of All Points East (Friday 27th – Monday 30th August), the **BMW Play Next** stage will see a vibrant and diverse selection of artists, headlined by **Sad Night Dynamite, Alewya, Elkka** and **SCORS**.

Friday 27 August

Sad Night Dynamite
Tyson
Coco Maria
Jodie Nicholson
Alisa Tully

Saturday 28 August

Alewya
Priya Ragu
Aziya
Chrissi

Sunday 29 August

Elkka
Rosie Lowe (DJ set)
Swoose
Jay Carder
Grainger

Monday 30 August

SCORSE
Swim School
Attawalpa
Ora Violet

Find out more and to listen to previous episodes of BMW Play Next, visit

<https://discover.bmw.co.uk/article/bmw-presents-play-next>.

Ends

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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.

www.bmwgroup.com

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About Tower Hamlets:

Tower Hamlets Council owns Victoria Park and in 2017, awarded All Points East Festival promoters a contract with an onus to ensure that community benefits such as supporting culture, business and employment in the borough, working with residents to reduce any negative impacts of the festivals; and generating much needed income for public services are a key part of what is delivered.

About AEG Presents:

AEG Presents is AEG's live-entertainment division, a collection of companies dedicated to all aspects of live contemporary music performance, touring and a variety of programming and multi-media production. AEG Presents is behind festivals such as California's famed Coachella, Los Angeles' Camp Flog Gnaw Carnival, London's BST Hyde Park and All Points East, Paris' Rock en Seine and a myriad of tours, live shows and venues around the world including the world's most popular venue The O2 in London, LA's Staples Center and many more. For more information, visit AEG today at www.aegworldwide.com
AEG's European headquarters are located in London.

Follow us on Twitter and Instagram @AEG_Presents

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About American Express ® Experiences:

American Express connects Cardmembers to the kinds of rewarding experiences and opportunities that matter to them and their businesses.

Through American Express Experiences, Cardmembers have access to presale tickets, as well as the best seats and exclusive offers at some of the UK's most sought-after entertainment events via partnerships with a range of entertainment institutions, including AEG, Live Nation, Somerset House, The British Film Institute and the National Theatre. American Express Experiences is just one example of the powerful backing that American Express provides its customers.

About American Express:

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