



Media Information

19 August, 2022

**BMW PLAY NEXT STAGE OPENS AT ALL POINTS EAST, HOSTED BY
RADIO LEGEND EDITH BOWMAN**

- The BMW Play Next stage has returned to All Points East for a second year, bigger and better than ever with two weekends of live music
- BMW continues its partnership with All Points East to bring the BMW Play Next stage, hosted by radio royalty Edith Bowman
- The pioneering stage shines a spotlight on exciting emerging artists as well as established acts
- BMW continues its drive to champion new talent by supporting up-and-coming artists on their journey to the stage including Nippa, Attawalpa and Sipho

The BMW Play Next stage is back at All Points East for the second year in a row. Bigger than ever the stage will play host to new and emerging talent including Nippa, Attawalpa and Sipho as well as established acts such as MRLEY, Mr. Scruff and Moa Moa. An amazing 23 artists will feature on the stage at the festival which is supported with BMW's acclaimed Play Next podcast.

Running over the two weekends of All Points East (Friday the 19th – Sunday the 28th August 2022), the stage is hosted by radio legend, Edith Bowman who has also partnered with BMW to create the BMW Play Next discovery podcast.

At a time when it's tougher than ever for new talent to breakthrough, BMW and Edith have been backing up-and-coming artists, and taking them on a journey to the stage, with a package of support including festival performances, podcast interviews, and vehicles.

The fortnightly episodes, follow key players from the music world – and this year including Glastonbury co-organiser Emily Eavis, alternative rock outfit Wolf Alice, British songstress

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Nao, British-Peruvian musician Attawalpa and Everything Everything frontman Jonathan Higgs – explore topics facing the industry, alongside emerging artists, who had the chance to play full-length tracks, as Edith selected five songs released each week to play in full on the podcast.

Three artists from the Podcast are being given the spotlight to play the BMW Play Next stage at All Points East. This year BMW is giving the stage to emerging artists Nippa, Attawalpa and Sipho providing a platform for their incredible talents.

TV and Radio broadcaster Edith Bowman, host of the BMW Play Next podcast series and BMW Play Next stage says, "I've been overwhelmed by the positive feedback. Especially right now when it's tougher than ever for new talent to breakthrough. After the past couple of years things don't just return to normal overnight and that's why it's so important, we support new artists. I am hugely excited for the return of the BMW Play Next podcast which gives me the opportunity to have thoroughly insightful and important conversations with artists while offering a wonderful platform for emerging talent.

I can't wait for the return of the BMW Play Next stage at All Points East, as we continue to support the next generation of future festival headliners. With the festival now running across two weekends, it means even more opportunity to shine a spotlight on the industry's fast rising talent and help them on their journey."

Reflecting the innovative spirit and shared passion for creativity, the collaboration between BMW and All Points East sees a diverse selection of artists on stage. Furthermore, BMW will be supporting the festival and its sustainability strategy with a fleet of all-electric BMW iX cars to transport artists and VIPs.

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Over the two weekends of All Points East (Friday the 19th – Sunday the 28th August 2022), the BMW Play Next stage will see a vibrant and diverse selection of artists, the full line-up of acts is below and more information can be found at allpointseastfestival.com/stage/bmw-play-next-stage.

Friday 19 August

MRLY

Willow Kayne

Julie

Fade Em'All

Saturday 20 August

Mr. Scruff B2B Moktar

Junior Simba

Danielle

Melle Brown

Thursday 25 August

Sipho

Ruti

Montell Fish

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Friday 26 August

Moa Moa

Lewis of Man

Jana

Mid Nite Life

Saturday 27 August

Nippa

Claudia Valentina

Venbee

Ellauro

Sunday 28 August

Bonnie Kemplay

The Dinner Party

Attawalpa

Tom King

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Find out more and to listen to previous episodes of BMW Play Next at
<https://podfollow.com/play-next/view>

Ends

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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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