



# DIVERSIDAD

## Festival of European Urban Cultures

23 - 25 June 2008, in Vienna (Austria)

---

**Organised by:**

European Music Office (EMO, Belgium – [www.emo.org](http://www.emo.org) )

Diversités (France – [www.diversites.org](http://www.diversites.org) )

Music Information Centre Austria (MICA, Austria - [www.mica.at](http://www.mica.at) )

**Artistic Director:** Laurence Touitou

Well known in the hip hop scene in France and Europe, Laurence Touitou created and directed the Delabel EMI France label from 1990 to 2000 and since 1984 she was the producer of the cult French television programme *HIPHOP*.

---

### And what if European hip-hop finally had its own festival?!

Under the exceptional patronage of **AKHENATON** (IAM), **ABD AL MALIK** and **NIKKFURIE** (La Caution)

For the first time, all the European actors of urban culture will be able to get together and exchange in a 3 day event of concerts, conferences and exhibitions.

This festival will be preceded by two events:

- 10 European groups will get together in April to record a single, available for free access on [www.myspace.com/diversidadexperience](http://www.myspace.com/diversidadexperience)

- Seminars in several cities in 2008 :

May 27<sup>th</sup> : Stockholm (Sweden) "Make it Blast !" (organized by Border Blaster)

May 30<sup>th</sup>, 31<sup>st</sup> : Madrid (Spain) during Cultura Urbana Festival

New dates to be announced soon : BERLIN, BRIGHTON, LYON, BRUSSELS...





2008, European Year of Intercultural Dialogue...

In this framework, at the initiative of the European Commission, the **DIVERSIDAD** project was thought up by the European Music Office (EMO) and the association Diversités.

The aim of this project is to provide a platform for the actors in European urban cultures to get to know one another, to share, to create and to found a lasting bridge of exchanges. The upcoming release of a single bringing together numerous European artists will symbolise the first step in this urban-intercultural dialogue.

With concerts, exhibitions, documentaries, conferences and the development of a digital exchange platform, **DIVERSIDAD** also seeks to demonstrate the scope and richness of urban cultures in Europe nearly 25 years after its emergence and to banish the clichés that are too often associated with it. Urban cultures have been federating the young generations for more than 30 years. They are the reflection of respect and solidarity through common values and the diversity of languages, cultures and origins that make up the Europe of today.

Through hip-hop, a major urban artistic movement in community life, rappers and footballers have frequently demonstrated their friendship and solidarity. Hip-hop and football are vectors of intercultural dialogue federating young people, communities and social networks and share the ability to reach all publics and all cultures. The Austrian capital, co-organiser of the EURO 2008 football championship in June, will host this first European get-together. These events will take place on the 23<sup>rd</sup>, 24<sup>th</sup> and 25<sup>th</sup> of June, in the centre of Vienna, at one of Europe's greatest cultural and artistic centres, the WUK.

Information on [www.myspace.com/diversidadexperience](http://www.myspace.com/diversidadexperience)



#1 URBAN TELEVISION



## ARTISTIC :

### 1/ A FEDERATING ANTHEM :

The aim is to encourage European artists to get to know one another and exchange experiences by working together on a common song:

- **30-31 March, in Paris: recording of a single** by established, well-known artists from all over Europe, including **Abd al Malik** (France) / **Akhenaton** (France) / **Nikkfurie** (La Caution, France) / **Shurik'N** (France) / **Baloji** (Belgium) / **Noora Noor** (Norway) / **Curse** (Germany) / **7notas7colores** (Spain) / **Sam the kid** (Portugal) / **Looptroop Rockers** (Sweden) – Producer : **Spike Miller**
- **The instrumental and cappella versions of the single are freely available** on the Myspace platform so that all artists and groups can adapt it and circulate their own version of the single and remixes.

### 2/ A DIGITAL PLATFORM:

Since the beginning of April, a digital platform has been created on [www.myspace.com/diversidadexperience.com](http://www.myspace.com/diversidadexperience.com) where artists from all over Europe will be able to get together, create and carry out exchanges. With this platform, and in partnership with MySpace, we hope to help discover new talents from Poland to Greece, Lithuania to the Netherlands, etc.

Artists from all countries will be able to send in their version of the 'DIVERSIDAD' single, their remix, as well as their own productions, videos, concert dates, etc. Current news on the making of the single, conferences and festivals will be updated regularly.

### 3/ THE FESTIVAL : ENCOUNTERS, EXHIBITION & CONCERTS :

**DIVERSIDAD, FESTIVAL OF URBAN CULTURES: 23-25 June 2008 at the WUK, Vienna (Austria):**

The first European crossroads of urban-culture encounters on the theme of intercultural dialogue: concerts, seminars, forums, workshops, exhibitions and DJ contest, bringing together established and emerging artists from all over Europe...

**See the festival programming on the following page**

### 4/ BEFORE AND AFTER THE FESTIVAL: THE MINI-DIVERSIDAD CONFERENCES :

In order to encourage discussion on the cultural and sociological aspects of urban culture and its impact in Europe, **six DIVERSIDAD Days will take place in six European cities (Berlin, Stockholm, Madrid, Brussels, Brighton, Lyon)**. In the course of these days, a series of seminars will be programmed with contributions by artists, sociologists and journalists to share the knowledge and experience of everyone in the music and urban cultures industries.

**Dates, list of contributors and topics available soon**



# FESTIVAL PROGRAMMING

## EXHIBITION & LIVE DEMONSTRATION OF GRAFFS :

**Exhibition : « From graffiti to graphics, from spray paint to mouse, from the wall to the monitor » :**

Between graffiti and graphics, five of the best European graffiti artists - **Don** (France), **Zenoy** (France), **Can2** (Germany), **Delta** (Netherlands) and **Aroe** (Great Britain) - will give a live demonstration of their talent, exhibit and engage in exchanges on the evolution of this art over the past 25 years.

**Subject to modifications.**

## CONFERENCES

Conferences about European Urban Cultures will take place during the day, the topics and speakers to be announced later.

## CONCERTS, June 23<sup>rd</sup> & 24<sup>th</sup> :

**Akhenaton** (leader of IAM, France) / **Abd al Malik** (France) / **Nikkfurie** (La Caution, France) / **Baloji** (Belgium) / **Noora Noor** (Norway) / **Curse** (Germany) / **7notas7colores** (Spain) / **Sam the kid** (Portugal) / **Colle der Fomento** (Italy) / **Looptroop Rockers** (Sweden) / **Texta** (Austria) and many other guests...

## DIVERSIDAD EURO DJ BATTLE, June 25<sup>th</sup> :

**Teams of DJs from several countries (winners of the DMC\*) will give demonstrations in a great Battle with a jury made up of previous DMC winners.**

\*DMC : Disco Mix Club, the most important international DJ competition since 1986.

**JURY :** **Wilfrid De Baise** (CEO World Stars DJ) / **DJ Rafik** (DMC World Champion 2007) / **DJ Pfel** (5x DMC World Champion) / **DJ Atom**

**DJ CREW :** **NEXT LEVEL** (Belgium) / **TRAUMATEAM** (France) / **GOLDFINGER CREW** (Spain) / **THE DISABLISTS** (Great-Britain) / **EXODUS** (Germany) / **AUSTRONAUTZ** (Austria)

Information on [www.myspace.com/diversidadexperience](http://www.myspace.com/diversidadexperience)

*Programming subject to modifications*



## INFORMATION :

[www.myspace.com/diversidadexperience](http://www.myspace.com/diversidadexperience)

and also [www.diversidad2008.eu](http://www.diversidad2008.eu) website to be online soon

## CONTACTS :

### ARTISTIC DIRECTION

Laurence Touitou

Aurelia Biolatto

### PRESS

**SEQUENZA** | 10, avenue Jean Moulin – 75014 Paris (France) | Tél / Fax : +33 (0)1 45 43 77 58

Julie Neveu | [jneveu@sequenza-comprod.com](mailto:jneveu@sequenza-comprod.com) | Marianne Gaussiat | [mgaussiat@sequenza-comprod.com](mailto:mgaussiat@sequenza-comprod.com)

Web | [www.sequenza-comprod.com](http://www.sequenza-comprod.com)

### PROJECT & SPONSORSHIPS COORDINATION

**SO-U!** | 54, rue René Boulanger – 75010 Paris (France) | Tél : +33 (0)1 42 49 31 64

Juliette Bouquerel | [juliette.b@so-u.net](mailto:juliette.b@so-u.net) | assisted by Sonia Cova | [sonia@so-u.net](mailto:sonia@so-u.net)

Web | [www.so-u.net](http://www.so-u.net)

### EUROPEAN MUSIC OFFICE (EMO)

**EMO** | Rue du Trône, 51 – B-1050 Bruxelles (Belgium) | Tél : +32 221 31 400

Jean-Marc Leclerc | [jean-marc.leclerc@emo.org](mailto:jean-marc.leclerc@emo.org)

Web | [www.emo.org](http://www.emo.org)

### "DIVERSITÉS" ASSOCIATION

**DIVERSITÉS** | 2, rue de la Roquette – Passage du cheval blanc (esc. Avril) – 75011 Paris (France)

Tél : +33 (0)1 49 29 52 18

Jean-François Michel, assisted by Faïna Ramdani | [faina@diversites.org](mailto:faina@diversites.org)

Web | [www.diversites.org](http://www.diversites.org)

