



Music, movies, magic – The Übermut project celebrates creativity in Brighton

Hamburg/Berlin, 5.5.2017 – Germany’s most creative cities, Berlin and Hamburg, are sending exciting creatives on a yearlong world tour with „Übermut“. The next destination is Brighton, where musicians and performance artists will showcase their creativity on May 18 and 19, during the city’s festival season. The unprecedented project is aiming to encourage creative networks around the world through the promotion of three core values: liberty, collaboration and bravery. It offers a wide array of actions, created by the stakeholders in collaboration with visitBerlin and Hamburg Marketing.

With three events on two days, the Übermut project sets foot on UK-ground for a showcase of new talents in music and performance. Starting out with ZEITGEIST, a music-act including bands, such as the acclaimed newcomers FUCK ART, LET’S DANCE! (Hamburg), and Gurr (Berlin) at The Great Escape Festival on May 18. That very day, the Hamburg collective A Wall is a Screen will present short movies in Brighton’s public sphere in a film screening tour throughout the city-center, screening several shorts with focus on Berlin and Hamburg. The artist JBXDR from Berlin joins the spectacle with his stunning drum performance.

The next day, Übermut goes Presuming Ed, staging a mixture of music, performance, movies and visual arts from Hamburg, Berlin and Brighton at the city’s popular venue. Starting at 7 PM, artists like Tellavision (Hamburg), Derya Yildirim (Berlin), Foreign Skin (Brighton) and Manuel Muerte (Hamburg) enter the stage to show their individual facets of “Übermut”, which literally translates to over-bravery. In addition, the Video Club Brighton screens movies in the bar’s cinema which will be temporarily remodeled by the collaboration Öffentliche Gestaltungsberatung, a group of architects and interior-designers from Hamburg.

Übermut’s take on Brighton is set up in collaboration with RockCity Hamburg, IHM, Kampnagel and PopUp Brighton. The project is accompanied by photographer Kevin McElvaney, an award-winning Hamburg-based photo-journalist. In Brighton, he will document all collaborating artists in portraits and during their acts, revealing their creative potential and the special atmosphere of the Brighton festivals. McElvaney is well known for his political photography. Projects like „Agbogbloshie“ and „RefugeeCameras“ went viral around the world.

Brighton is the third destination of the “Übermut Project“. (#übermut). With this unprecedented project, the German cities of Berlin and Hamburg are starting a world-tour of creativity, based on the three values every creative holds dearly: freedom, collaboration and bravery. None of these values alone is sufficient in the process of creativity and creation. It is their combination that forms great ideas, disruption and innovation. This is represented in the title of the project, “Übermut“ – which literally translates to over-brave, a celebration of the zest that is not only the core of creativity, but also the kernel of city life in both Berlin and Hamburg. Funded by the German Federal Foreign Office, the city marketing offices visitBerlin and Hamburg Marketing travel the world with some of the most creative individuals from both cities to enable new international collaborations, to represent the German creative scene and showcase the very essence of creativity: Übermut.

Dates & venues

May 18th, 12:00-4:00pm @ Sticky Mikes
Zeitgeist - New German Talent Showcase
FUCK ART, LET’S DANCE! (Hamburg), Giant Rooks (Cologne), Gurr (Berlin), Kytes (Munich) // hosted by RockCity, Pop NRW, VPBy

May 18th, from 21:30pm @ Palace Pier, East side at the beach
A Wall Is A Screen (Hamburg) feat. JBXDR (Berlin) - Public Screening with drum performance

May 19th, from 7:00pm @ Presuming Ed

Brighton meets Hamburg meets Berlin

With: Derya Yildirim (Berlin), Foreign Skin (Brighton), JBXDR (Berlin), Manuel Muerte (Hamburg), Öffentliche Gestaltungsberatung (Hamburg), Tellavision (Hamburg), Video Club Brighton (Brighton), International Short Film Festival Hamburg.

About visitBerlin and Hamburg Marketing

For more than 20 years, visitBerlin promotes Berlin as a brand all over the world. About 200 employees in the German capital and on all continents are active in order to position Berlin as a tourism, congress and creative metropolis. visitBerlin.de

Hamburg Marketing is a public holding organization which promotes the City of Hamburg/Germany. Our strategy is focused on creating and implementing the cities CD and CI as well as on a strategic brand management, event acquisition and international media relations. www.marketing.hamburg.de

Collaborating partners

Hamburg MusicXport
RockCity Hamburg e.V.
W www.rockcity.de

IHM - Interessengemeinschaft Hamburger Musikwirtschaft e.V.
W www.musikwirtschaft.org

Kampnagel
W www.kampnagel.de

Pop-Up Brighton is not-for-profit organisation helping generate more artistic opportunities in Brighton for any kind of artist, any age, any background and never charging an artist.
W www.popupbrighton.com

A Wall is a Screen
W www.awallisascreen.com

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