

Amsterdam's Fresh Music Festival 'Appelsap' goes Game of Thrones and collaborates overseas



On Saturday August 9th the annual Appelsap Fresh Music Festival will once again descend on Amsterdam's Oosterpark to showcase the very best - and latest - in Hip-hop, R&B and electronic bass music.

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Summary **Appelsap launched 'Summer is coming', the festival campaign inspired by the hit-series Game Of Thrones. The campaign features several Dutch artists who will perform at the festival and shows them preparing for the battlefield on August 9th. Today the organisation also announces stage collaborations with The FADER Magazine, The Do-Over, Colors Amsterdam, 101Barz, FreshCotton and Noisey. Action Bronson, Travi\$ Scott and Hudson Mohawke headline the 2014 edition**

Details Headliners Action Bronson, Hudson Mohawke and local heroes The Flexican, FS Green and De Jeugd van Tegenwoordig reflect Appelsap's status as serious player on the festival scene. Yet it's for booking artists on the point of international breakthrough that Appelsap has really established its reputation on the European scene. Kendrick Lamar, Disclosure, French Montana, Lunice, Danny Brown and ScHoolboy Q all made their debuts at Appelsap Fresh Music Festival. This year is no different. Travi\$ Scott, 100s, Krept and Konan, Ronnie Flex and Azekel are all names the world is about to get very familiar with. For the full line-up visit www.appelsap.net

Appelsap is one big celebration of street culture, rooted in the strength and diversity of its musical family. This is reflected in the names behind its four stages. For the first time Appelsap's main stage is run in conjunction with legendary NYC music platform The FADER. The Colors Electronic stage is a collaboration with Noisey, the site with its finger firmly on the pulse of the electronic music scene. However, it's not all new names, as Freshcotton and 101Barz once again unite to present the artists pushing the boundaries of hip-hop within the Netherlands. Last, but by no means least, the fourth stage is hosted by L.A.'s legendary backyard party The Do-Over. No less an authority than DJ Jazzy Jeff anointed the Do-Over as the 'best party on the planet' - big things are expected of their Amsterdam debut.

Tickets

Tickets (€29) are still available at www.appelsap.net/tickets and at the festival gate (€35)

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Campaign film + photography

For a glimpse of the festival's atmosphere check out the following films made during last year's edition:

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short: <https://www.youtube.com/watch?v=iJkI5YvmYe0>

first names trailer: <https://www.youtube.com/watch?v=Bh-W1QyYyol>

More info?

Please visit www.appelsap.net or email press@appelsap.net

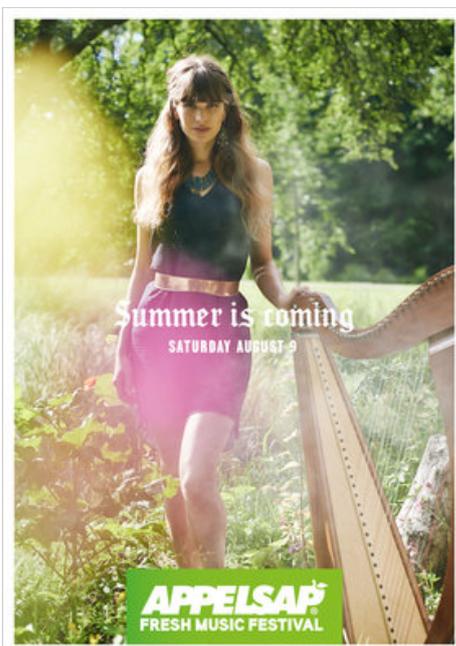
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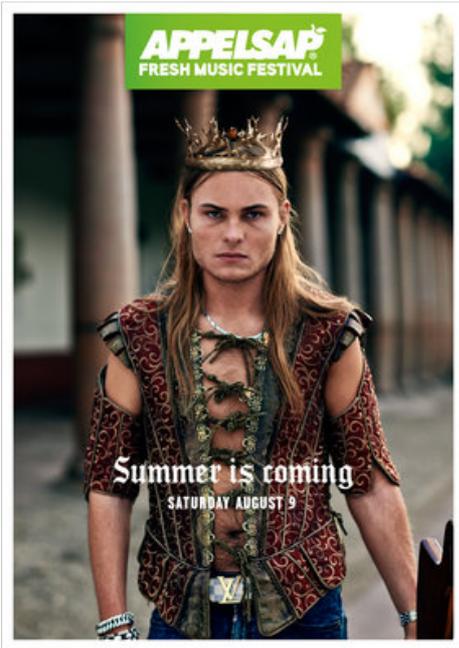
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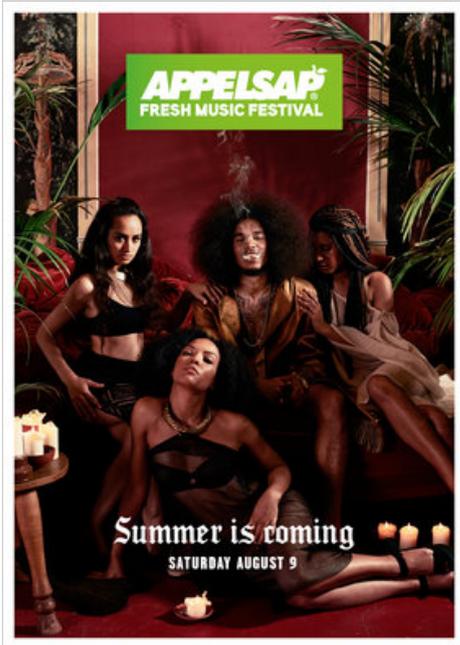
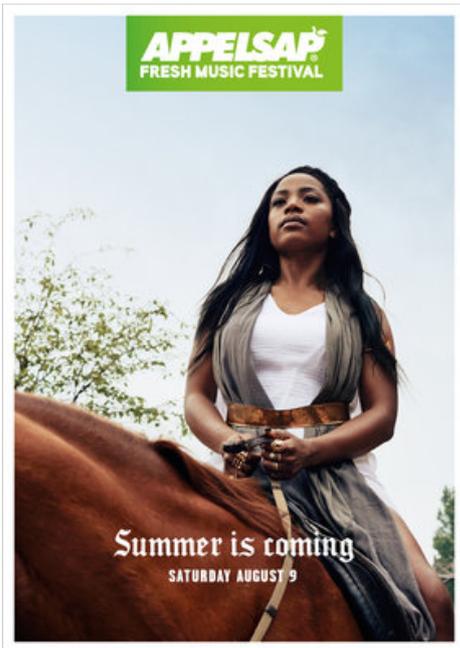
 Campaign Appelsap

Images











About Appelsap Press

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