



🕒 12 May 2021, 11:00 (CEST)

Davina Michelle gives the first ever Hymn concert

- *Digital theatre for original concerts officially opens its doors on June 9*
- *Davina Michelle's performance to be shown in over 30 countries worldwide*

Amsterdam, 12th May 2021 – Davina Michelle will be the very first artist to perform on the [Hymn](#) digital stage. Debuting her new show, 'Find Your Voice', the singer will perform a special concert, produced by media startup Hymn in collaboration with leading figures in the international music industry. Davina Michelle's performance will be shown in no less than 31 countries on Wednesday June 9. Ticket sales start today. With every ticket purchased, the buyer will receive a free 'plus one' ticket to invite friends or family to experience the show with them.

Find Your Voice

With her new show 'Find Your Voice', Davina Michelle enters the Hymn theatre to perform her ode to individual uniqueness in a truly original way. The concert includes an added dimension, featuring themes from her personal life and a special contribution from the people closest to her. To complete the circle, the show will take place in Rotterdam, the city closest to her heart.

Davina Michelle: "I think it's very special that I get to open the Hymn theatre in June with my own show, 'Find Your Voice'. It's an exciting opportunity to work with leading music industry figures to create a really memorable night for my fans. This show is a really innovative step for me, especially because fans from around the world can all experience the feeling of a front-row seat."

International stage

The Hymn digital theatre launched last week, and is specifically designed to give music lovers a new concert experience. Its exclusive shows, 'Hymn Originals', are created in collaboration with artists and producers.

Initiator Thomas de Vrij: *“With Hymn, we want to give music lovers an online experience that captures the magic of a real concert, but also takes advantage of what digital experiences can offer fans. We are honoured to welcome Davina Michelle as the first artist in our digital theatre, and to be creating this special show with her.”*

It is a must for Hymn that the audience enjoys an engaging digital experience; that is why Davina Michelle’s show is being created in collaboration with world-class production teams. Bolke Burnaby Lautier, Director of SR Films, is overseeing the technical side of this first Hymn show, a role he has previously held for stars such as Coldplay, U2, Taylor Swift and The Rolling Stones. The digital theatre itself is the creation of design agency Momkai, known for its work on the journalism platform De Correspondent, as well as, Oncode Institute, an innovative cancer research network launched with the Netherlands’ Queen Máxima. Renowned Belgian lighting company Arf & Yes is handling the show’s lighting design, as they did last year for all the major online fashion shows, from Chanel and Dior to Givenchy and Versace.

A ticket for a Hymn Original costs 14 Euros. With each ticket purchased, the buyer will receive a free ‘plus one’ ticket. Ticket sales for Davina Michelle’s concert start today via the [Hymn website](#). The show will take place on June 9, 2021 across multiple time zones.

Note to editors, not for publication:

About Hymn

Hymn is a digital theatre for original concerts, specifically designed to allow music lovers to experience premium online performances. The theatre was founded in 2021 by experienced media entrepreneurs Thomas de Vrij and Harald Dunnink. Thomas de Vrij, backed by his production company Badbirds, was a driving force behind the internationally successful show ‘Live on Dutch Waters’ from Martin Garrix. Harald Dunnink, known as founder of design agency Momkai and co-founder of journalism platform De Correspondent, has led the design of the digital theatre. Luc Peters, former board member of SBS Broadcasting and previously General Counsel at production company Eyeworks, holds the role of COO.

About Hymn Originals

The theatre will feature Hymn Originals; shows that are self-produced in direct collaboration with an artist. At Hymn, every audience member has a front-row seat, and will always receive a ‘plus one’ ticket free of charge. Its founders envisage Hymn as the digital theatre of the future for global shows from international stars.

www.hymn.tv

For more information or interview requests, please contact:

Ovide Agency (PR agency)

hymn@ovide.agency

ABOUT HYMN

Our world doesn't need another platform. It deserves a theatre.

We're the digital stage for original happenings.

Join us, wherever you are.

 pr.co



HYMN