

## **Future of Festivals 2025: Berlin becomes the international center of the festival world!**

**Berlin, December 4, 2025** - With its fifth edition last week, Future of Festivals impressively set new standards for the festival and major event industry in Europe. **A record number of over 8,000 participants from more than 30 countries makes the event an international meeting place for the festival and event industry with growing global importance.** The unique mix of innovation, knowledge exchange, networking, and conference program attracts not only established industry experts but also many new players from across the event landscape.

- **Around 400 exhibitors from Europe and around the world** presented the latest innovations, technologies and services for the festival industry on a total of 12,000 square meters.

- **About 100 high-caliber panels, keynotes and workshops with 220 speakers on six stages.** The event addressed topics such as sustainability, safety, AI, innovation, technology, inclusion, and the economy within the festival sector. Speakers from festivals around the world, including Ultra Music Festival, EXIT! Festival, MDLBEAST, Sziget Festival, Wacken Open Air, Roskilde Festival, Tomorrowland, Øyafestivalen, Super Bloom, Lollapalooza, Eurosonic, Reeperbahn Festival, and many more, participated.

- The panel received a particularly large amount of attention. **“Festival Funding – How to Get It Right?” with experts such as John Rostron (AIF, UK), Anna van Nunen (ESNS, NL) and Tatjana Kaube (Initiative Musik, DE).** Discussions included EU programs such as Creative Europe, national funds, and best practices for sustainable festival financing – moderated by **Pamela Owusu Brenyah (Musicboard Berlin, DE).**

### **Partner country Netherlands - a complete success**

In close cooperation with the Dutch Embassy and Innofest, 16 innovative start-ups from the Netherlands were on site in Berlin. The companies offer various innovations, including solutions for automatic waste separation, mobile hydrogen generators, solar tracking systems, and implantable festival wristbands. In addition, they presented themselves with various stage content and a satellite event moderated by Innofest. Ambassador Hester Somsen also visited the stand and got an impression of the sustainable innovations.

This exchange underscores the role of Future of Festivals as a platform for innovation and as a connecting element between the various countries, markets, and players in the festival industry.

### **Future of Festivals Award Winners**

The award for innovative and sustainable festival projects was presented on Friday evening before the after-show party. Throughout the entire event, attendees voted live via app in two

categories: The "Service/Company" category went to PlantjeBandje for their plantable festival bands that transform into wildflower meadows. In the "Festivals" category, Wacken Open Air won with its sustainable peat-based protective mats that keep the festival grounds stable and mud-free.

### **Local and international festival teams at the Festival Campus with new formats**

The local and international festival teams made targeted use of the platform provided to exchange knowledge. In collaboration with the festival association Impuls Brandenburg, for example, a format was organized for the roundtable "In Brandenburg, people help each other." The aim was to exchange ideas and develop approaches over a longer period of time in a new concept in order to strengthen the festival industry together. In the 360° Theater, festivals presented their best practices and insights gained over the past year and shared them with colleagues as a direct transfer of knowledge between peers.

"With the new formats, we are demonstrating how essential it is for all stakeholders to work together to find answers to the central questions of the future, such as sustainability and financing," explains CEO Robert Stolt. "As Europe's leading trade fair, we are setting a good example, and we have succeeded in doing so this year. The next step is to create even more content for all trades and departments of the festival teams so that all colleagues feel represented in the program."

**\* \* \***

### **About the Future of Festivals**

Future of Festivals is the central industry gathering for the entire festival and event sector. Originating as a networking event, it was held for the first time as a trade fair and congress with a live audience at the Arena Berlin in November 2021. The festival and event industry is one of the six most important economic sectors in Germany, and Future of Festivals is its leading platform – a beacon for the event industry.

### **For more information**

Till Schröder | Head of Communication | [till@futureoffestivals.com](mailto:till@futureoffestivals.com) | +491728153380

Giana Schwenk | [giana@futureoffestivals.com](mailto:giana@futureoffestivals.com)

Instagram: [www.instagram.com/future\\_of\\_festivals/](https://www.instagram.com/future_of_festivals/)

LinkedIn: [www.linkedin.com/company/futureoffestivals/](https://www.linkedin.com/company/futureoffestivals/)

Youtube: [www.youtube.com/channel/UCPHKwAZc8Qrk0hfLpBJrZcA](https://www.youtube.com/channel/UCPHKwAZc8Qrk0hfLpBJrZcA)