

TRAILERPARK I/O

2015

ART, MUSIC AND TECHNOLOGY





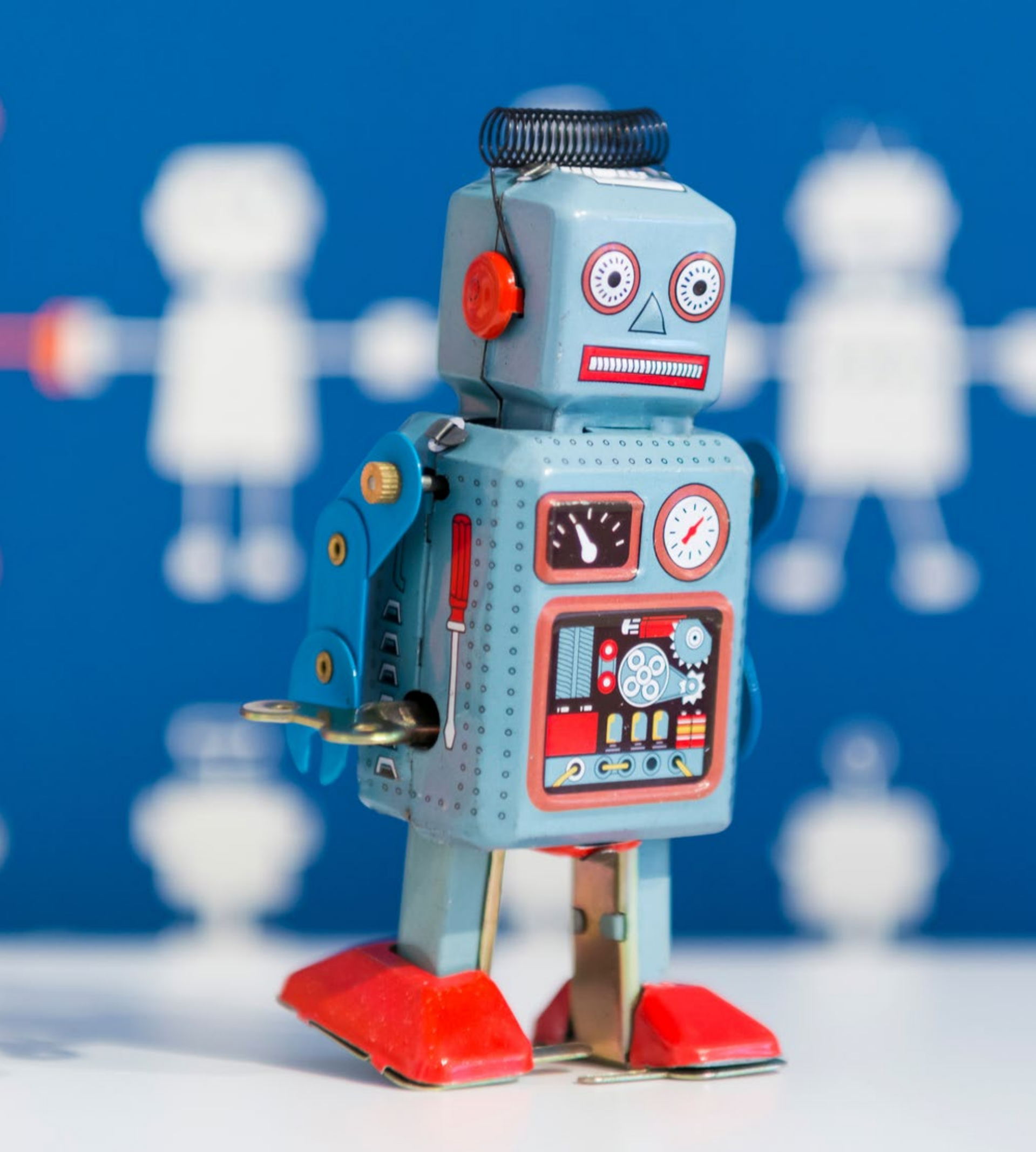
INTRODUCTION

2015

I/O

Trailerpark Festival is a spectacular 3-day music and arts festival situated in the heart of urban Copenhagen. The festival is known for presenting the best talents from a wide range of creative subcultures within music, art, and design.

This summer we are launching a new concept: Trailerpark I/O, where technology is added to the mix.



SO WHAT IS I/O ALL ABOUT?

Trailerpark I/O stands for Input/Output and symbolises the discovery of technology, creativity and human interaction.

We bring together rebels from multiple and diverse artistic and digital landscapes, to explore technologies, co-create radical solutions, showcase new talents and share ideas. Oh, and of course have a lot of fun together.

TRAILERPARK I/O
IS A ONE-DAY
EVENT AROUND
CREATIVITY &
TECHNOLOGY

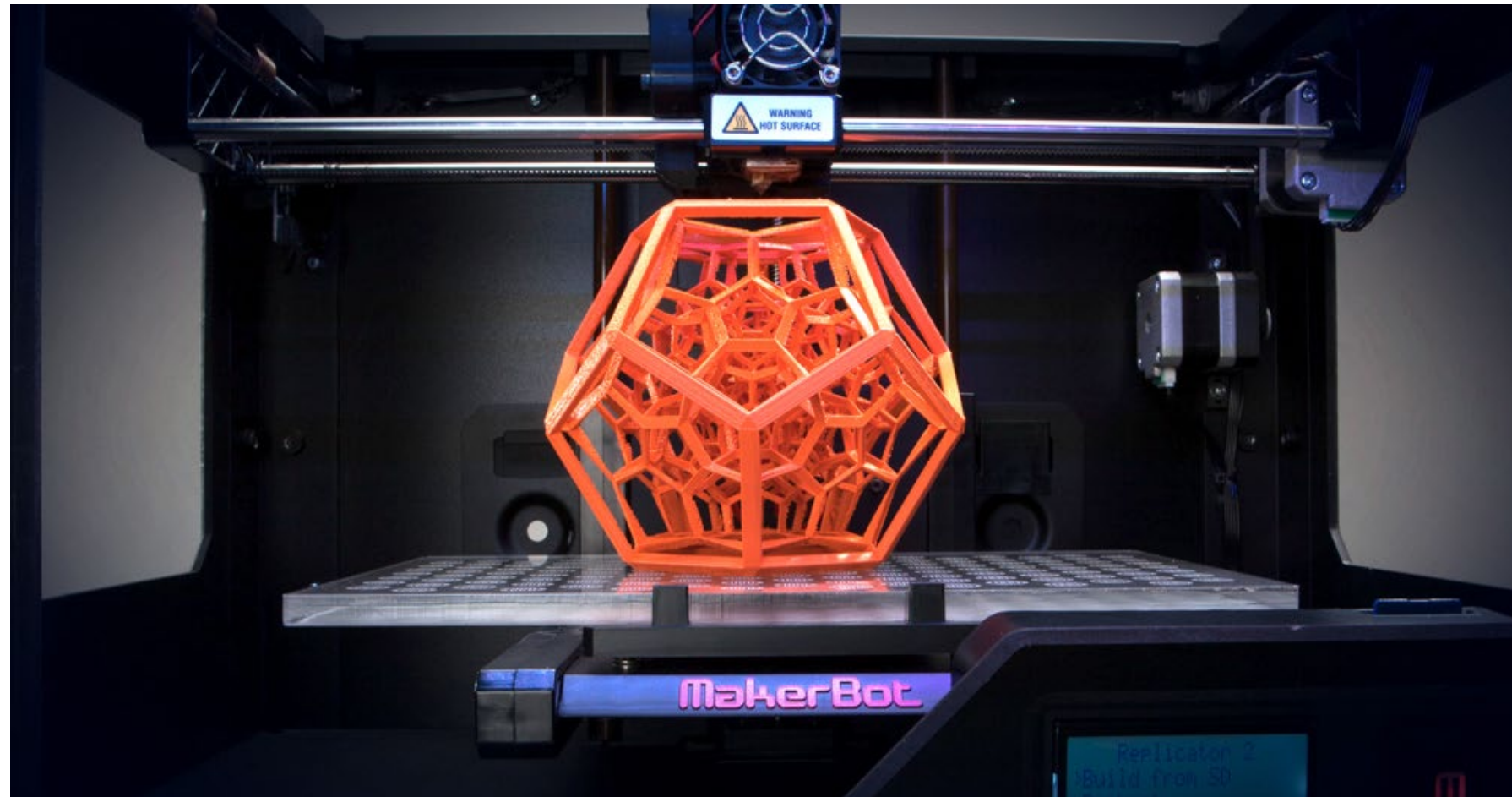
TRAILERPARK I/O

With Trailerpark I/O we dream of creating a colorful and vibrant hub for innovation, experimentation, and meaningful encounters. We have entered an era where technology enables us to evolve beyond our own imagination; where being open and trustful is the foundation we need to create from.



The event will bring together diverse and bright minds from different parts of the creative ecosystem: Thinkers, movers, makers, hackers, designers, developers, producers, techies, artists, researchers, start-ups, investors, entrepreneurs, and other curious souls.





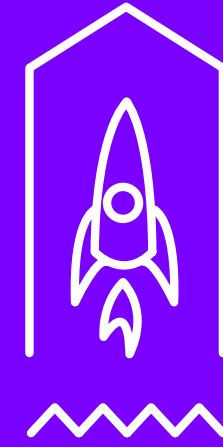
**TOGETHER WE WILL INSPIRE
EACH OTHER, SHARE IDEAS,
HAVE FUN, CO-CREATE RADICAL
SOLUTIONS AND EXPERIENCE WHAT
HAPPENS WHEN CREATIVITY AND
TECHNOLOGY MIX IN NEW WAYS.**



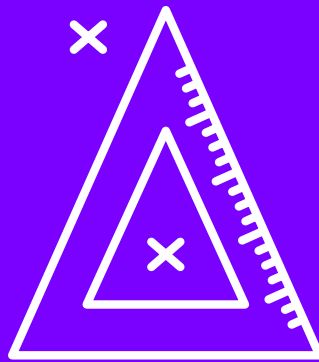
MAKE



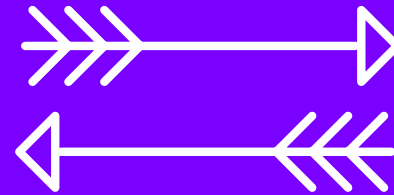
HACK



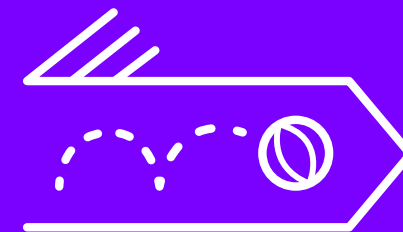
STARTUP



DESIGN



INTERACT



PLAY



PROGRAM

Trailerpark I/O will explore new ways of mixing art, music, design, and technology through talks, hackerthons, workshops, exhibitions, maker spaces and interactive installations.

When the day turns to night the event turns into a big party. Bands and DJs take the stages and the most vibrant festival crowd joins in.

**TRAILERPARK IS BASED ON A
DESIRE TO MOVE THINGS FORWARD,
EXPLORE NEW TERRITORIES AND
HAVE FUN TOGETHER.**

WE CREATE AND SHARE GREAT STORIES

Trailerpark I/O is so much more than 1 day of crazy. We will produce content in various formats around the works of visionary creatives who are using technology to push the boundaries of creative expression to inspire and engage a young urban audience.

We work with video, photo, articles and animation together with a dedicated editorial team. The content is distributed through our own channels within the Rebel universe as well as through selected media partners that share our beliefs, values and audience.



SERIES OF ARTICLES

- Behind the projects
- 6 views on the future
- I/O partner index



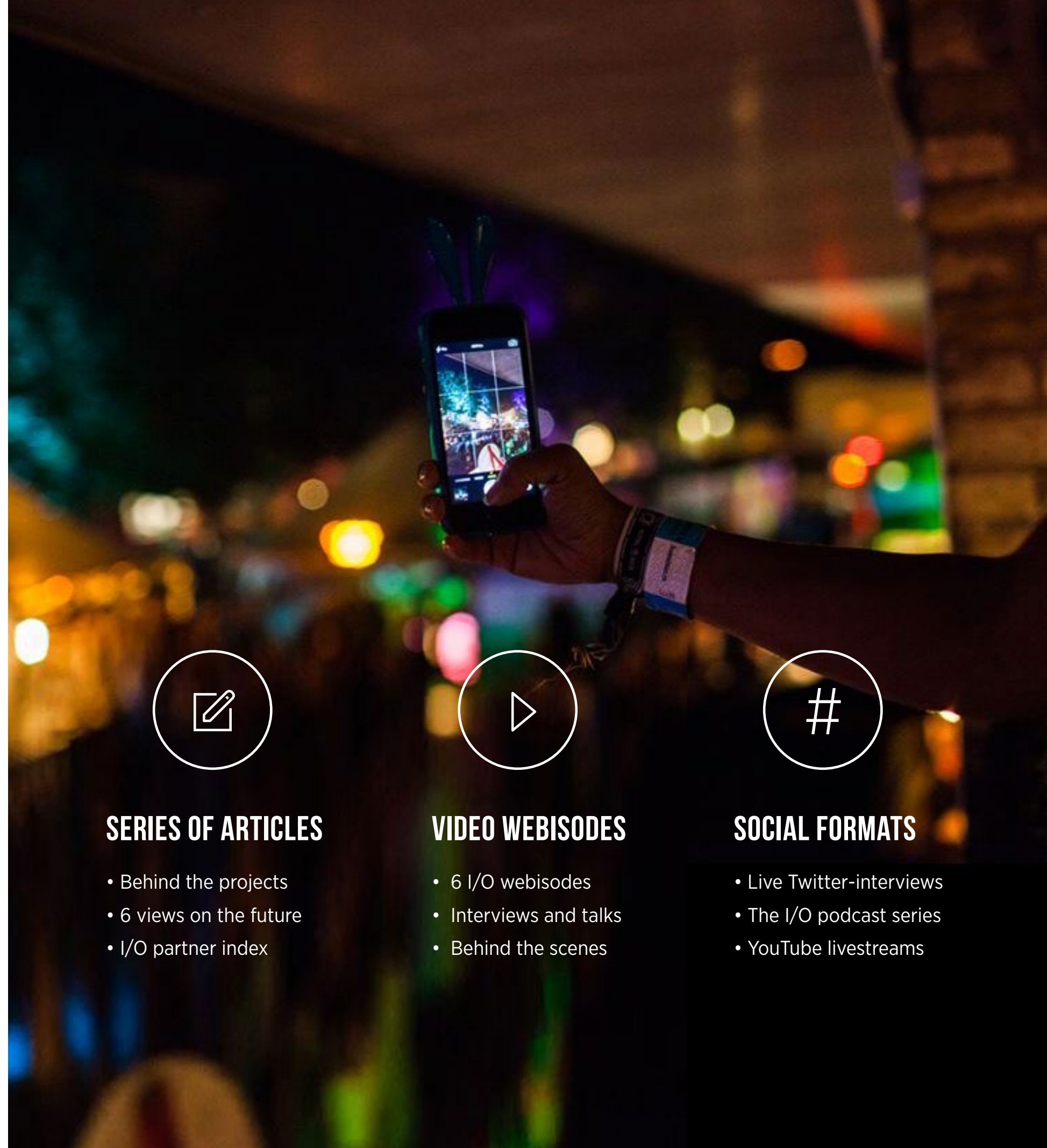
VIDEO WEBISODES

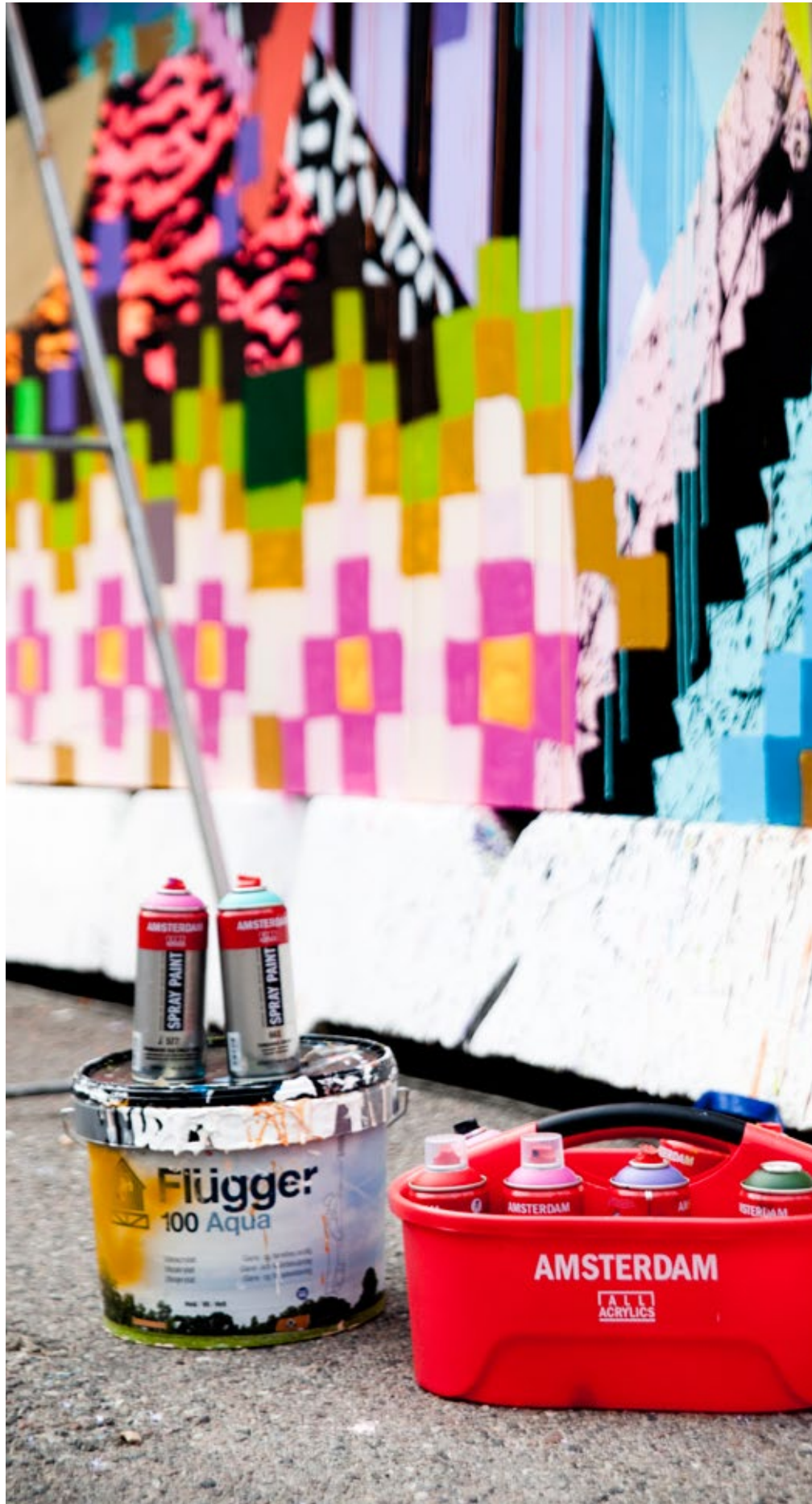
- 6 I/O webisodes
- Interviews and talks
- Behind the scenes



SOCIAL FORMATS

- Live Twitter-interviews
- The I/O podcast series
- YouTube livestreams





HOW WE PLAY WITH PARTNERS

Trailerpark festival is all about creating experiences for its guests. This also applies to our partners.

Behind Trailerpark Festival is the creative community ArtRebels and its sister company, Rebel Agency. Rebel Agency have a lot of experience in working with brands around innovation, branding and communication. We use Trailerpark Festival to explore new ideas, innovate in a fun environment and create amazing experiences and content for our partners and audience. We make sure that what we co-create will make people interact with, talk about and share content - not because we ask them to but because they want to.

We are looking for partners who sees an opportunity in getting connected to some of the brightest new talents within art, music and technology, who wants to explore and innovate in new fun ways and who likes to party now and then...

Rebel Agency will drive the collaboration and ensure that your investment will bring the most value to you, the audience and Trailerpark Festival. Let's meet and ideate together!

FESTIVAL FACTS

3 DAY
MUSIC & ART
FESTIVAL

30. JULI – 1. AUGUST 2015

 COPENHAGEN
SKATEPARK,
ENGHAVEVEJ 80,
2450 CPH SV

80
ARTISTS

40
LIVE ACTS

25
DJ'S

18-35
YEAR OLDS

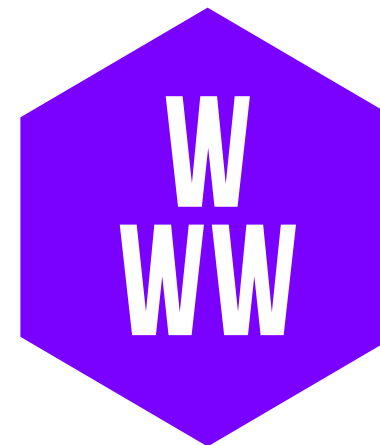
AUDIENCE

7,500+

FIRST MOVERS, CREATIVES, CULTURAL AND CURIOUS SOULS

250+
VOLUNTEERS

SOCIAL MEDIA
100,000+
FANS



TRAILERPARKFESTIVAL.COM

THE PEOPLE
BEHIND:

ArtRebels, a creative company consisting of an art webshop, blog, online community, Rebel Agency, Rebel Academy and the festival Trailerpark Festival.



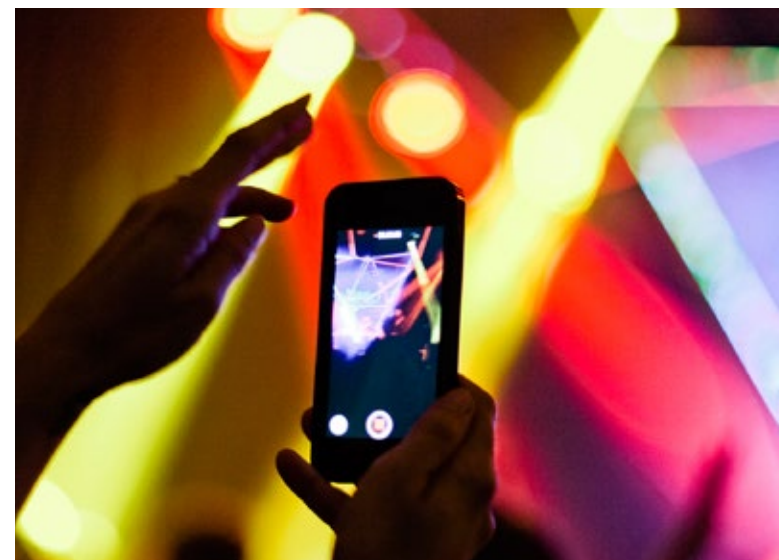
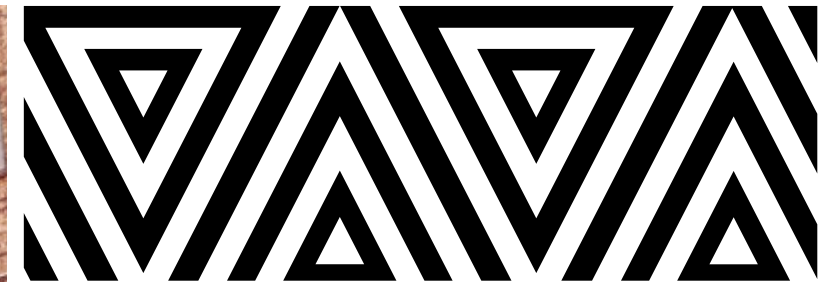


TRAILERPARK FESTIVAL

CONTINUED...

TRAILERPARK FESTIVAL

Trailerpark Festival offers more than 40 live concerts, a stage dedicated to kick ass DJ's, and a festival area unlike anywhere else. Each year hundreds of artists, designers, musicians, architects, makers, and rebels gather in Copenhagen to create this small, colorful world. A world filled with interactive art installations, murals, light design, and old trailers that are transformed into otherworldly hangout places. This is all topped off with 3 live stages, outstanding scenography, a live art gallery, and the sweetest and coolest audience.



7500+
PEOPLE

18-35
YEAR OLDS

THIS IS OUR AUDIENCE

Trailerpark festival has an annual audience
of 7500+ people.

Our audience are mainly between 18 – 35 with a wide
interest in music, fashion, film and design. They are
open, warm and curious - and knows how to dance.

(...and they look damn fine:)



**POPULATED BY 5,000 OF THE DANISH CAPITAL'S
HIPSTERS, ART STUDENTS, RAVE KIDS AND
MUSICIANS, THE FESTIVAL'S CROWD IS PLEASINGLY
DIVERSE, AND EXTRAORDINARILY LAID-BACK.
(...) IF YOU'RE REMOTELY INTERESTED IN
EXPERIENCING COPENHAGEN, THIS IS IT.**

WIRED MAGAZINE

MUSIC

The Trailerpark Festival audience knows that the bill is a strong reference for what's to come of great new acts and musical trends in the following years. The line-up has always been a mix of Danish and international acts, with a key focus on electronic, urban, and indie music.

We have always taken pride in our ability to present the most interesting music from the Danish music scene. Trailerpark is where names like MØ, Quadron, Oh Land, S!vas, WhoMadeWho, Ukendt Kunstner, Turboweekend, Reptile Youth, Fallulah, Sectors, and Vinnie Who played some of their first festival shows.

Besides two live stages Trailerpark also presents a full-blown party stage featuring some of the finest DJ's in town, trailblazing talents, and international stars.





ART

Each year Trailerpark Festival presents a line-up of great contemporary artists who transform the entire festival area with unique, handmade artwork produced especially for the festival. Expressions of all kinds are showcased on the festival grounds - from installations and live art murals to performance arts and mind blowing light designs.

Designers and makers create a parallel universe by converting old trailers into small colorful hang outs, raised bars, and chill out areas. This fantastic universe creates the optimal setting for our bands and their fans.

Over the years we've presented prominent artists like Dark Matters, Frederik Næblerød, HuskMitNavn, Hvass & Hannibal, Obscura, Henrik Vibskov among many others.





LET'S PLAY