

## New date for SUPERBOOTH21



The decision has been made. The new date for the Safety First Edition of SUPERBOOTH21 is set for this summer, from September 15 to 18, 2021.

HerrSchneider: "Even the greatest optimists must slowly acknowledge that the world will not be ready for larger, international gatherings in nine weeks now. That's why we've decided to move SUPERBOOTH21 to September."

But if in the summer, then with really much outside! The organizers of the trade fair do not want to miss out on the opportunities offered by moving the event to the warm season. Thus, additional places in the outdoor area of the FEZ Berlin were included in the planning of the event.

At the new locations, Fuchsbau, Hüttendorf and the small forest behind the seaside stage, there will be outdoor exhibitors for the first time. All stations are connected by short walks and each offer a varied program of concerts and presentations on smaller stages, so that you don't have to miss the usual SUPERBOOTHfestival feeling.

The open-air concept is intended to harmonize the usual relaxed atmosphere with the necessary safety measures in terms of distance and fresh air. For this purpose, half of the event space will be relocated to the spacious outdoor area. The exhibition areas inside the building will be reduced and thinned out in order to maintain the spatial distance between the participants and to avoid clusters of guests. Like the exhibition space, the guests will also be divided: For four hours each, in two groups of 500 people. This results in a moderate flow of visitors, who can experience the usual diverse selection of exhibitors in the reduced indoor area and then spend the rest of the day in the outdoor area, alternating with the second group.

In total, there are already several dozen confirmations from exhibitors who want to make their way to Berlin in September. Due to expected travel restrictions and existing planning obstacles, larger manufacturing teams directly postponed their participation to 2022. Likewise, it will not be possible for many overseas exhibitors to

come to Berlin as early as the end of the summer. These will be offered alternative options for digital participation in the "Safety First Edition". Ticket pre-sales will not start before May, as the current development of the health situation will of course continue to be monitored. The actual realization of the event is directly linked to the start of ticketsales in order to avoid costly refund processes.

### **SOOPERgrail**

The first edition of the new fair for the celebration of the art of guitar building will take place next year. Then numerous exhibitors will present instruments from the acoustic and electric range, for testing, experiencing and discussing.

The focus will be on the practical use of the presented instruments, the communicative get - together and the inspiring exchange between users and passionate manufacturers.

### **sooperRADIO**

The first radio show of the Superbooth team from Feb. 11 is archived for listening on the new homepage sooperRADIO.com. Studio guest Thomas Kircher - from SchneidersLaden - explains how to work with a modular synthesizer and Sacha Ketterlin answers questions about his production techniques. Andreas Schneider talks about his motivation to host SUPEBROOBTH21 and SOOPERgrail.

The next sooperRADIO is dated 08. April 2021.

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