



PHOTO BY NADJA AUMÜLLER

# SUPERBLOOM

Superbloom Festival premiered on the first weekend of September 2022 in Munich's Olympiapark & Olympic Stadium. At this sold-out debut of the now annual event, the 50,000 visitors experienced a festival concept that has never existed in this form on the German market before.

## CASE: YOUR PLANET

In addition to stages of various sizes for musical acts, Superbloom devotes half of its program to non-musical content. These include so-called experience areas, which focus on such diverse topics as dance, performing art, (performance), science, fashion, lifestyle, a child-friendly festival or art. And also, an area that sees itself as an interactive playground for sustainability projects, social initiatives and innovative thoughts about our future – it's called YOUR Planet.

## A FORUM FOR POSITIVE ACTION AND SOCIAL RESPONSIBILITY

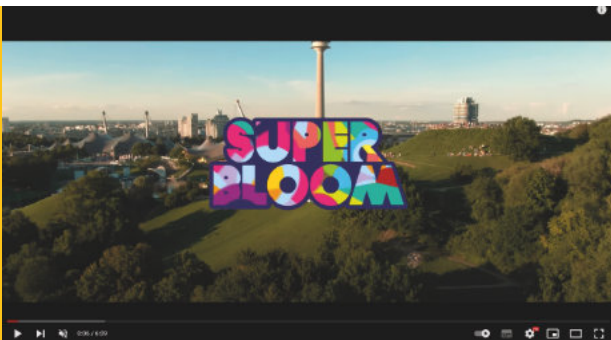
An attractive area on the festival site was selected to realise this plan, and appropriate areas for presentation and action were defined. Here a place was created to escape from everyday life and, at the same, contribute to making the world a little bit better.

Everything could be a potential YOUR Planet event: talks, performances, hands-on activities, workshops and much more. Festival Director Fruzsina Szép describes the team's approach to planning, saying, "We want to offer clever minds and inspiring activists a place at Superbloom to present their projects in a unique mix of information, entertainment and interaction."

## ACTIVATION OF THE ACTIVISTS

To fill YOUR Planet with life, the festival needs activists. This is precisely where one of the main tasks of the organisation team comes in: Personally addressing and motivating activist groups, NGOs and public institutions to integrate a wide variety of projects to depict the entire range of socially relevant activities. Szép describes the processes as "Activating the active people in the region and showing their creativity is immensely important to us", and continues saying, "Together with their colleagues from the rest of Germany or the world; they make YOUR Planet colourful and diverse."

Once a year, Superbloom publicly opens a call offering places at YOUR Planet along with explaining conditions for partner organisations. In their application, these describe the message and mission of their actions and planned interaction with the audience – the more creative and festival-like, the better. The festival team uses these applications to curate a coherent program of activities and exhibitors. The classification of the applicants according to the SDGs (UN Sustainable Development Goals) also helps to guarantee a wide variety of content.





## POSITIVE POWER

The festival gathered 30 organisations in YOUR Planet in the first year, showing their positive power. These ranged from local climate and environmental initiatives to feminist activist groups and sea rescue NGOs. From political and educational institutions to nutrition projects to the regional chapters of international NGOs such as Greenpeace or Amnesty International.

***“It was wonderful to see how the audience accepted the program offer, the stands were busy all day long. People spent much time on the activities, and we had very valuable conversations on stage and at the stalls.”***

*– Fruzsina Szép, Festival Director, Superbloom*

And not only visitors and activists were brought together, but organisations also connected, and the first partnerships born in YOUR Planet have already started.



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**Name:** *Superbloom*

**City & country:** *Munich, Germany*

**Capacity:** *50,000*

**Site:** *Olympic Park & Olympic Stadium*

**Camping:** *No*

**Number of days:** *2*

**Established in:** *2022*

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