

TURN AROUND BRIGHT EYES BY YOUR MOM'S AGENCY ART MEETS MUSIC MEETS NEW TECH AT BERGHAIN 15.10.15

<http://turnaroundberghain.tumblr.com> • <http://berghain.de/event/1406>

- *A big thank you* to all involved artists, technicians, partners including startups, sponsors, press and supporters of all kinds and sizes!

- The main event was framed by four well-attended *satellite events*: a preview of some of the new tech and startups for **TOA** in July at the Soho House, a preview of some of the art in NYC at the **Brooklyn Media Center** on September 15th, a projection of Natacha Mankowski's hypnosis new media project with **Martin Eder** on September 16th and finally a private projection of Jamie Harley's works at the **Soho House Kino** with a Koudlam DJ set on Saturday October 17th.

- *On Thursday the 15th from 7pm to 1am*, the main event had **900 guests** through the Berghain door including friends, partners, VIPs and press: Vice, Flux FM, Female:Pressure, Urban Ears, NPR, Siegessäule, Party Arty, Urban Spree, Kaltblut, Taz, Berlinische Galerie, Soho House, Deutschland Radio, Groove Magazine, Molly Nilsson, iHeartBerlin, Sugarhigh, Exberliner, Josie T. Johns, Laura Cherrygrove, Mary Ocher, Black Jesus, Silk, Ableton, Berlin Startup Girl, Soundcloud, Native, TOA, BPitch, ZDF, Preview Berlin, Ask Helmut, 25hours Hotel, Berlin Partner and many Berghain regulars. Also note: over 200 downloads of the **Flag** app, premiered at the show. <http://helloflag.com>

- *Online*, the event had 1.8k Facebook attendees with a **129k profile reach** (www.facebook.com/events/421176968091054) and was **listed by 40+ outlets** including **Mixmag, BPigs, GreenRoom, Zitty, Tip, Monopol, Trax Magazine** and more.

- *On the air*, Turn Around Bright Eyes was featured twice on **Flux FM** with interviews of Kritzkom, Boris Eldagsen, Valquire Veljkovic and Lisa Wassmann, on **Berlin Community Radio** with Hyenaz, who were also interviewed by **BLN.FM** (www.bln.fm/2015/10/total-eclipse-of-the-heart-mit-hyenaz), a full show by Soundcheck Charlie and Peter Kirn on **Reboot FM**, Kritzkom and Actually Huizenga's tunes were tracklisted on **Expatriarch**. Peter Kirn's podcast for YMA on Soundcloud was reposted by Berghain: <https://soundcloud.com/your-moms-agency/october-podcast-peterkirm-turnaroundberghain>

- **#TurnAroundBerghain** trended well with over 50 posts including some by **Sleaze Magazine** and **The Hundert** for an added potential reach of **30k on Instagram**. We also counted an added potential reach of **500k+ with over 100 Tweets** including some by Tape TV, **Überlin**, GreenRoom, **TOA**, **Tech Berlin...**

- **Facebook** did not disappoint, with around **150 posts** for an added potential reach of **1.8M** (if Facebook actually reached out ;) - real reach is probably closer to 200k. Sizeable posts were made by **Thump**, GreenRoom, iHeartBerlin, **Mixmag**, **Post Punk Magazine** and Berghain (www.facebook.com/BerghainPanoramaBarOfficial/posts/10155886855280541). We also noticed posts by DJ Hell, the **Club Commission** and the **Music Board**, Ikono TV, Graphic Days, Female:Pressure and Yo!Sissy, plus continuous support from Novafuture, Popmonitor and Wrangelkiez.

- On the *press* side, big up to our partners **Fourculture** (26 page coverage for 70k readers) and **Kaltblut** for *features*, as well as **Tape TV** and **Ask Helmut** for *videos*. Special mention to **Taz** and **Crazy Animal Face** blogs for multiple articles, a lovely

write-up by **iHeartBerlin**, and more by **Thump**, Local Suicide blog, Post Punk Magazine, **Eventbrite**, Daily Secret/Sugarhigh, **Mit Vergnügen**, etc:

www.tape.tv/YourMomsAgency/tapes/turn-around-bright-eyes-15-punkt-10-punkt-15-berghain-berlin
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<http://germany.dailysecret.com/berlin/de/friedrichshain/wochentipps/turn-around-bright-eyes-berghain>
<http://wrangele.org/2015/09/turn-around-bright-eyes-switch-realities>

• Via the old-school *email newsletter*, thanks to **BPitch Control**, **Expatriarch**, **Sugarhigh/Daily Secret**, the artists and **Bpigs** for **Soho House Art News** for a direct reach of **100k+ recipients**.

• Finally, a bit of *paper*: some mini flyer slips handed to relevant people and A4 posters placed in relevant shops/cafés, and mainly **700 A2 posters** pasted around the areas of Hermannplatz/Weserstr., Kotti/Warschauer, Rosenthaler Platz/Auguststr. over 6 days.

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15.10.15 7pm

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by YOUR MOM'S AGENCY

LIVE Hyenaz . Peter Kirn . Koudlam

ART Dorit Bialer . Valquire Veljkovic

Romain Frequency . Lisa Wassmann

Peaches . Martin Müller . Kritzkom

Jamie Harley . Natacha Mankowski

Actually Huizenga . Boris Eldagsen

Marianne Jacquet AFTER SHOW LOCAL SUICIDE

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