

FROM BERLIN TO LA



From Berlin to LA February 5th & 6th 2016 by Your Mom's Agency

in partnership with 30+ participating artists and technologists, the Goethe-Institut-LA, Bold LA and Raumfeld, with thanks to Melina Powell, Shesaid.so, Native Instruments, Grimy, Barkin'Kitchen, Discogs, Amoeba, Pioneer, XLR8R, Thump, Ace Hotel, Standard Hollywood and Warsteiner. <http://yourmomsagency.com/from-berlin-to-la>

#FromBerlintoLA, the first electronic music festival showcasing the bond between Berlin and LA, has exceeded our hopes in terms of attendance, press/social media coverage and FUN. We want to thank our old friends and our new friends for making this happen with such creative and personal commitment.

We have received great feedback from the public, people we did not know but took a minute to say thank you for the event/s, venues were also happy, and I'd personally add that we are all ready to do it again soon, bigger and inviting a wider range of artists and technologists, adding especially creatives working on music visuals.

Just exactly how many people did #FromBerlintoLA reach?

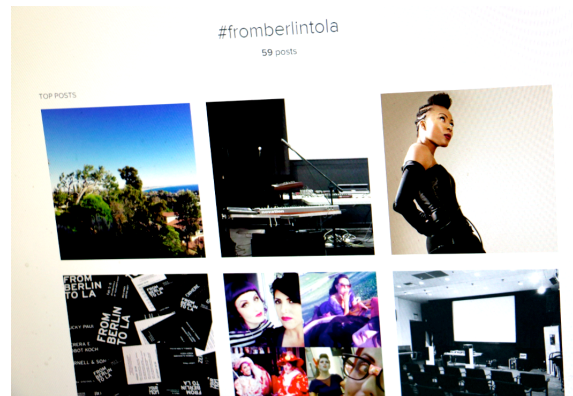
Here are some numbers and selected links FYI below - you can also see all links on our coverage archive on www.facebook.com/events/1013511972021458.

- Good old print: 300 A3 posters pasted in the city and posted in several record stores, several art schools/unis in DTLA/Arts District, Hollywood, Los Feliz, Silverlake, Echo Park, Sunset, Westside, Miracle Mile + 1k A6 invites given out by artists and partners and displayed in venues, local stores and cafés.

- And good old emails: a rough total of 400k + Resident Advisor (who knows how big that newsletter is!), in diverse newsletters and email invites from Your Mom's, Dig Deeper, Yowsah, Fine Time, Shesaid.so, Goethe-Institut, participating artists & technologists, Bold, DoLA, Restless Nites, School Night, several radio stations...

- On the social media side, let's start with Instagram where we found 50+ pictures exposed to over 50k followers.

- Next is Twitter with 790k followers for 70+ posts including some by Nap Girls, FoF, LA Weekly, XLR8R, The DJ List, Paradise ULtd. and Thump.



- Ca100 Facebook posts by all artists, partners, venues, Fourculture Magazine, UCLA, Fusicology... plus an LA Weekly post with over 40 comments and shares – the whole lot with a potential reach of 500k friends or fans.

- As for the Facebook events, we counted a total of 3600 invites, 1400 “going” and an event/s actual reach of 200k fans/friends. Main event: www.facebook.com/events/1132654800085603.

- These figures bring the social media potential reach of #FromBerlintoLA to a grand total of over 1500k.

- On the digital press front, #FromBerlintoLA was listed (event description or RSVP) on over 20 websites such as Bold, Goethe-Institut, Your Mom's, DoLA, Restless Nites, Eventbrite, School Night, KCRW, XLR8R or Dublab; and inspired over 20 features including Thump/Vice, UCLA Radio, KUCI Radio, Kaltblut Magazine, Crazy Animal Face blog, Fourculture Magazine, XLR8R, Eventbrite, Local Suicide blog, Resident Advisor and LA Weekly... these were our favorites:

- www.xlr8r.com/news/2016/02/from-berlin-to-la-launches-debut-event/
- www.residentadvisor.net/news.aspx?id=33183
- <http://paradiseultd.com/your-moms-agency-presents-from-berlin-to-la-25-26/>
- www.kaltblut-magazine.com/from-berlin-to-la-an-interview-with-simonne-jones
- www.eventbrite.de/blog/from-berlin-to-la/ in German
- <http://theloudneighbours.com/home/2016/1/26/los-angeles-hosts-berlin-electronic-festival>
- www.localsuicide.com/introducing-from-berlin-to-la-and-back/
- <http://uclaradio.tumblr.com/post/138053820137/show-preview-from-berlin-to-la-feb-5th-6th>
- www.crazyanimalface.co.uk/post/138502746425/from-berlin-to-la
- https://issuu.com/fourculture/docs/fourculture_issue_22/18
- https://thump.vice.com/en_us/article/new-festival-from-berlin-to-la-traces-the-unexpected-cultural-exchange-between-two-clubbing-epicenters

- And for your ears, #FromBerlintoLA got a shout out on Mor Elian's show on Dublab, and for her following show she invited Robot Koch for a set, Dersu (Vice) mixed a selection for Your Mom's and Raumfeld on Soundcloud, Katie Otro did a showcase mix on Soundcloud as well; and live recordings of 19th Moon, Lucky Paul, Carlos Oblivion & Black Replica are coming up on German radio station Reboot FM on February 27th.

- <http://dublab.com/mor-elian-wgquest-robot-koch-plaza-2-plaza-02-04-16>
- <https://soundcloud.com/your-moms-agency/january-podcast-katieotro-fromberlintoLA>
- <https://soundcloud.com/your-moms-agency/february-podcast-dersu-fromberlintoLA-raumfeld>

- Finally, 200+ people, including 8/18 years old kids, participated in the eight workshops and panels, and 600+ people joined us for the concerts and two club nights. Plus five satellite concerts and workshops at Soho House Berlin, Raumfeld Store & Tausend in Berlin, and Villa Aurora in LA.

- We have some video footage ready to be edited, and for now we have some pictures on Facebook: www.facebook.com/media/set/?set=a.784447471689172.1073741861.220764258057499 read that comment below ☺ www.facebook.com/zernell/posts/10153842917626328 over 200 likes/comments.

