



FROM BERLIN TO LA



FROM FROM BERLIN BERLIN TO LA TO LA *Second Edition*



After the success of the first **From Berlin to LA** last February, and on the occasion of the 50th anniversary of L.A. and Berlin being sister cities, we presented **From Berlin to LA, Second Edition**, on March 2-5 in L.A., and back to Berlin at **Berghain** on May 4 with **A Partial Eclipse of the <3**.

The L.A. events included a club night at **The Lash**, a panel about diversity in the electronic music scene hosted by Phyllis Navidad from **A Club Called Rhonda** at **Bold** in collaboration with the **Los Angeles German Consulate** and **SSSO**, three music production workshops and a live electronic improv at the **Goethe-Institut**, and finally a concert night at **Union**, in partnership with **Fine Time, Native Instruments, Percena**, and **Wanted** - showcasing artists living or working between L.A. and Berlin.
#FromBerlintoLA 1 full info & program on <http://yourmomsagency.com/from-berlin-to-la>
#FromBerlintoLA 2 full info & program on <http://yourmomsagency.com/from-berlin-to-la-second-edition>

This year's edition had a bigger focus on **live music** with the concert and improv; get a taste on www.mixcloud.com/YourMomsAgency/from-berlin-to-la-second-edition, the **Autist, Black Assembly** and **Rainbow Arabia** concert recordings will air on Reboot FM on April 1. The improv featuring 8 different musicians – including harpist **Caroline Campbell**, vocalist **Delhia de France**, and modular synth player **Heare** - who had never played together before, was quite amazing; you had to be there to hear it!

A big thank you to all the partners and the artists for helping out sharing the music from Berlin to L.A., extra thanks to **Sarah Zoraya** on Dublab, **Restless Nites, Viablast** and everybody else who helped spreading the news on Facebook (60 posts, 61k reach), Instagram (34 posts, 32k reach), Twitter (17 posts, 56k), by newsletter (9 newsletters, 50+k recipients), on diverse websites/apps... for a total of ca80k actual reach.
See all the links on www.facebook.com/events/319198518463399

The different events welcomed 300+ guests, check out some pictures of the workshops, improv and concert night on www.facebook.com/pg/YourMomsAgency/photos/?tab=album&album_id=1022868691180381

See you at Berghain on May 4!
#FromBerlintoLA

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