

DEBRIEF: A PARTIAL ECLIPSE OF THE <3 ART MEETS SOUND AT BERGHAIN BY YOUR MOM'S AGENCY

May the 4th 2017 | #EclipseBerghain

A Partial Eclipse of the <3 was Your Mom's fourth major group exhibition - and our second art plus music show at Berghain club. The logistics involved were heavier than for any of our previous shows, and even more than before, the dedicated artists and the amazing technicians involved made it happen thanks to their incredible commitment, earning YMA's undying gratitude. We also wish to thank all our partners including **Berghain**, **Concept Audio**, **Holger Rettschlag**, **Native Instruments**, **Percena**, and the **SAE** for believing in the project.

Given current social and political circumstances, our will was to create a happening about togetherness; we also wanted to show rather than tell how powerful electronic female musicians can be despite not getting enough chances to play on big stages – and finally, we wanted to bring back sunny pieces from our *From Berlin to LA* travels.

700+ guests, including press reps, Britt Kanja, Günther Krabbenhöft, Little Voice from Curated by Girls, Mignon Baer, and Peaches were welcomed by a wall of sound, and then evolved from the ground to the first floor through different video installations using tube TVs or various format projections including a five-meter disk screen. The live stage opened with a 13-female-identifying musician improv lasting 90 minutes, followed by our two *From Berlin to LA* bands.

Full lineup: **Autist** (live), **Baptiste Moulin** (wall of sound), **Black Cracker** (video), **Carla Chan** (video), **Catherin** (improv), **Dorit Bialer** (video), **Eurodance Studio** (video), **Gabriela Prochazka & Peter Kirn** (installation), **Hithertoo** (improv), **Hito** (improv), **Hyenaz** (improv), **Jamie Harley** (video), **Jem The Misfit & Arielle Esther** (video), **Crystalmafia** (video), **Lisa Wassmann** (video), **Magritte Jaco** (improv), **Mariana Jukica** (video), **Martin Eder** (video), **Neven** (improv), **Rainbow Arabia** (live), **Natacha Mankowski & Resi Bender** (installation), **Simonne Jones** (improv), **Sky Deep** (improv), **Valerie Renay** (improv), **Valquire Veljkovic** (video), **VC Kristi** (improv), **Viriya Lynch** (improv), and **6zm** (improv).



All promo archive can be found on www.facebook.com/events/1653515011344599, or you can check the fast summary below.

Assets:

- Press release shared with selected art/music/culture/lifestyle outlets
<http://yourmomsagency.com/files//2017/04/PRESS-RELEASE2.pdf>
- Four e-posters, 600 printed posters seen on the streets of Berlin, and as our show was on Star Wars day, we paid a little tribute <https://media.giphy.com/media/xUPGcqWdZWBmLIK9Ve/giphy.gif>
- The teaser mix featuring participating artists got over one thousand plays on Mixcloud and was also aired on **Reboot FM**, and three artists released an exclusive remix on the occasion of the show.
www.mixcloud.com/YourMomsAgency/a-partial-eclipse-of-the-3 | www.kaltblut-magazine.com/a-partial-eclipse-of-the-heart-at-berghain-free-download-track-by-peter-kirn

Regarding digital exposure:

- We saw over 50 Instagram pictures posted for 72k followers.
- We counted more than 30 tweets including some by Native Instruments, **Resident Advisor**, **Digital Berlin** and Tech Open Air/**TOA**, aimed at 650k followers.
- We also counted over 150 Facebook posts directed at more than one million fans and friends, some posts were published by **We Are Sweet**, **Female:Pressure**, **Ask Helmut**, and Berghain.
- *A partial Eclipse of the <3* was listed or featured by over 20 outlets including **Monopol**, **I Heart Berlin**, **Fourculture**, **CDM**, **Thump/Vice**, **Sleaze**, **Flux FM**, **Deutsche Welle**, and **Kaltblut**.

Here are some feature links:

<http://cdm.link/2017/05/with-autist-and-rainbow-arabia-pop-retro-futurism-meets-the-club>
www.sleazemag.de/vielschichtige-kunst-im-techno-tempel-berghain
www.monopol-magazin.de/monopol-verlost-2x2-tickets-partial-eclipse-of-the-heart
www.localsuicide.com/berlin-win-tickets-for-a-partial-eclipse
www.iheartberlin.de/2017/05/02/experience-berghain-without-techno
<https://thump.vice.com/de/article/noch-geschafft-vom-1-mai-dann-entspann-dich-doch-einfach-mal-im-berghain>
www.kaltblut-magazine.com/resi-benders-new-realities-an-interview
<http://fourculture.com/misbehave-with-autist>
www.dw.com/en/berlin-24-7-when-berghain-experiments-with-art/a-38798631

- Thank you to everybody who spread the word and supported us, thank you to those who came to experience the full show, and much <3 to the artists, logistics and tech crews •

