

4 December 2024

Press Release

moers festival 2025: innovative ticket strategy to boost the cultural scene 'Pay What You Want' - everything gets easier

Moers. The moers festival, one of the most important international festivals for jazz, avant-garde, experimental music and culture in Germany, is once again leading the way in 2025: with the new 'Pay What You Want' ticket model, the festival is providing access to music and culture for everyone - regardless of their financial means. The limited early-bird tickets will be available in advance from 6 December 2024, and tickets can then be purchased via the new ticket model from 1 February 2025. The 54th moers festival will take place from 6 to 9 June 2025.

Inclusive and accessible - price recommendations for fair festival participation

'We want to make the moers festival a place where everyone can take part - regardless of their financial resources,' explains festival director Tim Isfort. The 'Pay What You Want' model gives people the freedom to decide for themselves how much they want to pay to attend the festival. 'In this way, we want to focus on inclusivity and fairness without the price being a barrier. We are focussing on transparency and want everyone - whether long-time fans or curious people who just want to have a listen - to have the opportunity to experience the festival,' says Isfort. 'I believe that education and culture are hugely important for everyone - but this also requires appreciation from all parts of a democratic society.'

From 1 February 2025, moers festival 2025 will offer five price levels and make recommendations: The festival can be visited for 40, 80, 120, 160 or 300 euros, but everyone can decide for themselves how much they want to pay - whether more or less than the recommended price. 'We want to reward our loyal audience as well as attract new visitors,' explains the Managing Director and Artistic Director of Moers Kultur GmbH. The festival is therefore not only calling on long-time festival visitors to secure their tickets in advance, but is also inviting new visitors to discover the culture and atmosphere of the festival for themselves. Each of the tickets on offer also entitles the holder to camping on the festival site.

Early bird ticket with secret concert and ticket for 'silent heroes'

From 6 December 2024 to 31 January 2025, festival fans have the opportunity to secure their limited Early Bird ticket in advance at a fixed price of €120. In addition to guaranteed seats for the concerts in the festival hall, Early Bird ticket holders can also take part in an exclusive secret concert at Whitsun. For all those who would like to support the moers festival in a particularly sustainable way, there is the ticket for 'silent heroes' (€300). With this ticket, buyers not only support the festival, but also receive exclusive benefits: access to the secret concert, a festival shirt, backstage access and catering. By purchasing the ticket, buyers are making a valuable contribution to maintaining the moers festival in the future. This ticket is also available from 6 December 2024 (until the festival).

A festival of silence and dialogue

‘Without social appreciation for culture from the various genres outside of the mainstream, we are moving ever closer to a society in which everything is about success, significance, influence, power and wealth,’ says Isfort. For this reason, the moers festival 2025 is dedicated to the topic of ‘silence’ in terms of content, art and society: in a world that is becoming louder and louder, the festival sheds light on the importance of silence from a wide variety of perspectives as a creative space and as an elementary component of artistic forms of expression.

China is a focus country of the moers festival 2025. The Chinese improvisation scene is producing courageous young artists who will enrich the 2025 festival programme. The ‘Africa’ series will also be continued in the next festival year - the African focus country will be announced in December. ‘Of course, numerous new faces as well as old friends from all over the world will once again be putting the continental plates together wildly and loudly in Moers at Whitsun 2025. However, the legendary Islands of Silence should also be particularly worth listening to,’ promises the festival director.

Tickets go on sale on 6 December 2024 and can be purchased via the festival website, where you will also find all other information (recommended prices, discounts, etc.).

Improviser in Residence 2025

On Saturday, 11 January 2025, Moers Kultur GmbH will present the 18th improviser in residence for the year 2025 at the Bollwerk 107 cultural centre: At 8 pm, the current city musician Virginia Genta and other guests will hand over the keys to the residency to the next city musician. The name will be announced shortly. At the concert, admission is free.

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Further information

54th moers festival

06.-09.06.2025

www.moers-festival.de

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About the moers festival

The internationally renowned moers festival has taken place every Whitsun since 1972 and has been organised by Moers Kultur GmbH since 2005. Over the past five decades, the festival has repeatedly opened up and expanded from a pure new jazz festival; in 2025 it will bear the subtitle ‘Jazzfestival für Musik / Miteinander / Freysinn und: Klangfriede!’. Other formats, institutions and series such as the moers sessions, the improviser in residence (since 2008), the discussions (since 2017), changing youth projects (since 2018) or hybrid formats (@the same time or the VR moersland, since 2021) expand the festival cosmos.

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