



Amsterdam Dance Event 2021 officially kicks off
[Electronic music gathers here.](#)

Today, the official start of ADE 2021 will be signaled by the lighting of art installation **BAKEN (Beacon)**; a light on the horizon for the electronic music industry, set to shine over the entire city of Amsterdam from the roof of the A'DAM Tower during ADE.

The BAKEN art installation is a collaboration between ADE and artists Boris Acket and Chris van Meer, together with Lumus Instruments. The art installation can be seen from all over the city every evening from 6:45 PM onward, from Wednesday, October 13 through Sunday, October 17. The work symbolizes the reopening of the electronic music industry.

ADE **Festival**
Over 350 Festival and Arts & Culture events are set to take place during the daytime this week, with highlights such as a one-off live concert by [Weval and Metropole Orkest](#) at the Melkweg and the [Top 100 DJs Awards](#) in AFAS Live on Wednesday, the Dutch debut of the [Secret Project Festival](#) on the Hembrugterrein, African riddims during [Cloud 8 x Ziongate presents Tribes](#) in Paradiso, and much more. [The full festival program can be found here.](#)

In addition, the organization welcomes its brand new [Arts & Culture program](#) this year, which includes, among many others, an audiovisual artist residency at [Nxt Museum](#) and a collaboration project with [Music Moves](#) consisting of 11 accessible and inclusive ADE events, as well as a candlelit piano concert by [Helena Basilova](#), and a wide range of [mindful raving](#) experiences.

ADE Business Hangout

Although the Amsterdam Dance Event business conference has been cancelled, the organization has opened its new ADE Business Hangout for business visitors in Fosbury & Sons to gather, network and participate in a number of networking events during ADE.

NB **Note** **for** **editors** - **not** **for** **publication:**
Visuals for BAKEN can be found [here](#). The organisation and the city's festival organisers will jointly share this visual on their respective online channels tonight at 7 PM.

About ADE

The Amsterdam Dance Event (ADE), an initiative of Buma, has grown into the world's largest and most influential club-based festival and conference for electronic music. The five-day event attracts visitors from over 146 countries and features every conceivable aspect of electronic music culture, with dedicated conference programming, an extensive arts & culture program, live music and DJ/artist performances, all spread across the city of Amsterdam. More information about ADE can be found [here](#).

ADE – Electronic Music Gathers Here
The Amsterdam Dance Event is organised by The Amsterdam Dance Event Foundation.
Founding partner: Buma
Main partners: Heineken 0.0 | Desperados

NB Note for editors - not for publication:
Photos are available [here](#). Please mention the name of the photographer when publishing.

For more information or media partnerships contact [Nikki McNeill](#).