



Amsterdam Dance Event invites special guest Grandmaster Flash to Conference program

18 – 22 October, 2023 — www.amsterdam-dance-event.nl

Amsterdam Dance Event (ADE) celebrates 50 years of Hip Hop during its ADE Beats conference with founding father and turntable legend Grandmaster Flash. Hot on the heels of his appearance at the MTV VMA's alongside Lil Wayne, Nicki Minaj and LL Cool J, the Hip Hop and DJ pioneer joins the ADE Beats conference on Saturday, October 22nd for an exclusive keynote and Q&A on the rich history of the genre and culture.

Hip Hop 50: Grandmaster Flash - Birth Of A Culture

Grandmaster Flash is one of Hip Hop's most influential and ground-breaking pioneers. As one of the original founders of the genre, he became world famous for his revolutionary and disruptive way of looking at the DJ and his equipment.

During the Amsterdam Dance Event, Flash will present an exclusive keynote Q&A and masterclass on a journey through the evolution of Hip Hop and DJ culture. He has influenced generations of DJ's and musical artists with his pivotal role in the development of using record players and vinyl to create new music, perfected the technique of splicing and mixing breaks with two turntables, scratching and so much more, laying the foundation for turntablism and turning DJs into fully fledged live acts. For their enormous impact on modern music, Grandmaster Flash and The Furious Five were inducted into the Rock and Roll Hall of Fame in 2007, as the first Hip Hop group ever.

Attend ADE 2023

Tickets for ADE Beats are available [through ADE's website](#). In addition, the [ADE Pro Pass](#) grants access to the full conference program, alongside networking events, the ADE Festival program and more.

The Amsterdam Dance Event Foundation is a not-for-profit organisation dedicated to nurturing electronic music, its culture and its industry worldwide. The organisation devotes itself to stimulating development, innovation and talent, gathering the global industry and laying a foundation for future generations.

ADE Pro Conference

ADE Pro is the ultimate annual business gathering for the global electronic music industry. The three-day conference for music industry professionals runs from Wednesday through Saturday and features dedicated programming covering subjects from marketing, publishing and bookings to sustainability, social change and mental health. The additional networking

opportunities with fellow ADE delegates and industry leaders provide an ideal and global basis for deal making and career advancement.

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 event continues to grow and develop each year, with last year's edition featuring over 2,500 artists and 600 speakers in almost 200 venues. 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

Principal partners: Heineken 0.0 | Desperados

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