

Amsterdam Dance Event (ADE) looks back on a successful edition

400,000 visitors from a record number of 146 countries in Amsterdam, 2020 dates announced.

The 24th edition of the Amsterdam Dance Event (ADE), has come to end. From 16 to 20 October 2019, the largest global platform for electronic music offered over 1,000 events spread across nearly 200 locations, attracting over 400,000 visitors from a record number of nearly 150 countries. More than 9000 music industry professionals also attended the conference this year for keynotes, workshops and masterclasses on a variety of topics.

In recent years the Amsterdam Dance Event has become the most important breeding ground for electronic music culture. The day program extensively commemorated the celebration of 100 years of electronic musical instruments, including a Museum of Modern Instruments (MoMI) in De Brakke Grond, and workshops and masterclasses by pioneers from the past decades. In addition, there were collaborations with the Milkshake festival and Paradiso for the first time, who presented the program 'For all Who Love' in the Duif together. The new ADE Zen Space was located at the The Waalse Kerk, in the centre of Amsterdam, which hosted a special sold-out sleep concert, through meditation and special audiovisual installations.

The full cultural day program spread across more than 40 locations in the Amsterdam metropolitan region, including Kunstfort Vijfhuizen, ICK ZuidOost, Het HEM, Lab111, OSCAM and the Noorderkerk as eye-catching locations. France was the focus country this year, being highlighted in the conference and festival program, with China and Japan also receiving special attention. In addition, talent development and education also took centre stage within with a more extensive ADE Sound Lab program, ADE University, Beats Academy and the first ADE Writers Camp hosted by ADE Sound Lab and and VondelCS .

ADE LIVE took place at Paradiso and the Melkweg, offering a stage to upcoming live talent through a two-day program. The American tech company Audionamix won the ADE TECH start-up competition Companies 2 Watch, and the Green Deal Circular Festivals was signed at ADE Green by national and international events. ADE Hangover, the free city festival at the NDSM wharf, took place on Sunday.

After Gary Smith and Gert van Veen, Marco de Goede received the Amsterdam Dance Event Lifetime Achievement Award for his contribution to the dance scene, the city and ADE. De Goede was the foundation of the Nachtburgemeester Foundation, of which he is currently chairman.

Director Mariana Sanchotene looks back on the event, which for the first time with satisfaction: “ We have had an enormously diverse offering over the past five days, with ample attention for artistic innovation, talent development and inclusivity. We also had more events spread throughout the city and have made outings to Het HEM in Zaandam and Kunstfort in Vijfhuizen.” She continues “The aim was to grow in quality, not so much quantity. We always strive to deepen and enrich the imagination of the program and I think we have succeeded. We’re looking forward to our anniversary edition in 2020 with fresh courage and inspiration.”

2020

In 2020 The Amsterdam Dance Event (ADE) will celebrate its 25th anniversary from 21-25 October 2020. On Wednesday October 23 there will also be a limited amount of loyalty tickets (Pass) on sale.

The Amsterdam Dance Event (ADE) is organised by the Amsterdam Dance Event Foundation.

Founding partner: Buma

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