



POW! WOW! IS COMING TO EUROPE!

THE #1 STREET ART FESTIVAL IN THE WORLD IS COMING TO ROTTERDAM!

POW! WOW! Festival is the best known street art festival in the world. It started in the outskirts of Hawaii, transforming a grey suburb in a beloved open air gallery. After several successful editions on the island, the festival spread to locations in Los Angeles, Taiwan, Hong Kong and Japan. Through this expansion, the festival quickly became a household name that all street artists wish to be a part of.

And now its very first European edition is coming up, with Rotterdam as its proud host!

TRANSFORMING GRIM CONCRETE TO COLORFUL ART!

POW! WOW! Rotterdam will feature live painting, live music, a special exhibition in the HAKA building, the 20 VANS, 30 CANS event where a series of vans will be painted by the artists, and much more. On Saturday September 15 and Sunday September 16, all festivities can be visited free of admission at Keilewerf 1 and 2, an area that used to be an industrial part of the city, where the grim concrete will become colorful art!

Artists from all over the world flock to Rotterdam. From the Keilewerf, a guided bicycle tour will also be available for free the entire weekend. On our bikes we will see how world-famous artists like **SNIKARTS, ZEPHA, BIER & BROOD, READY2RUMBL and MR. JUNE** are transforming the neighborhood through their mural paintings.

But that's not all! A dunk contest, freerunning tournament and music stage can also be found at the Keilewerf. Many more attending artists, as well as our musical programming will be revealed in the following weeks.

THE FINALE: STREET ART AWARDS BENELUX

The POW! WOW! Rotterdam festivities will conclude with the Street Art Awards Benelux 2018. This year, the event formerly known as the Dutch Street Art Awards are upscaling beyond The Netherlands for the first time, resulting in the Street Art Awards Benelux. On Sunday night September 16, the best street artists, street art events and street art photographers will all be at the Theater Rotterdam, to find out who among them will take home their glorious prize!

**MORE INFORMATION? CHECK WWW.POWWOWROTTERDAM.NL
OR CONTACT US THROUGH PR@POWWOWROTTERDAM.NL**

