A festival by cyclic

bucharest





unfolded

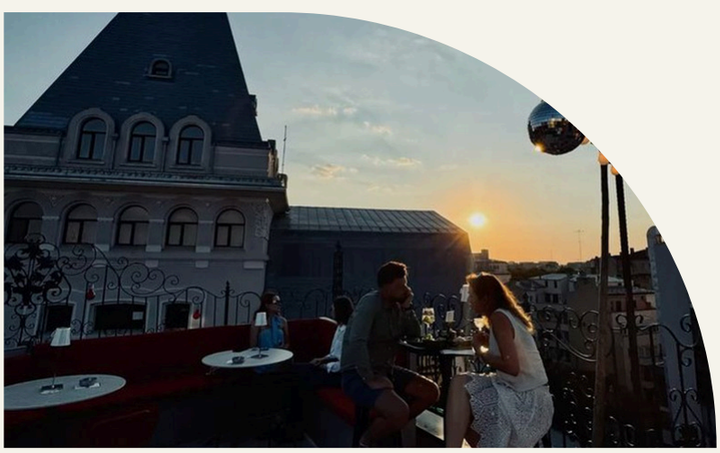
A three-day electronic music festival across central Bucharest.

FOUNDING PARTNER PROPOSAL

2027 / Edition 01

A weekend in Bucharest with music at its centre.



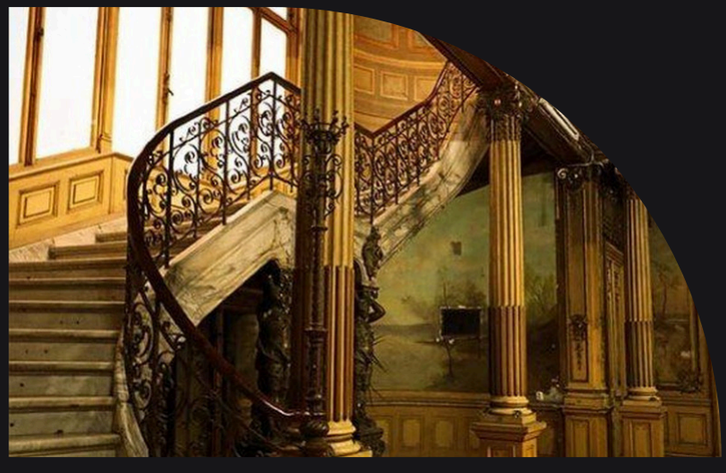


Cyclic is planning a three-day electronic music festival. Romanian and international artists share the bill, with one main event and smaller sets across central Bucharest.

Between sets, there’s time for lunch in a courtyard or an exhibition on the way to the next room. The weekend runs from Friday to Sunday.

The room belongs on the bill.





The same artist can play a seated theatre and a packed club. Where you stand, how close you can get and what the room sounds like all change the set.

Cyclic wants the venues to be part of what draws people to Bucharest. A partner who can open a courtyard, theatre or other space can help decide where a performance happens.

Visiting artists



International electronic acts give a listener abroad a reason to look at the dates and book a weekend in Bucharest.

Local artists



Romanian artists play across the weekend, from a place on the main bill to an afternoon selection in a smaller room.

Food, design and hospitality sit around the music throughout the weekend.

Possible venues

Piața Victoriei to Piața Unirii



Venue key

01	Peasant Museum Cinema	3 Monetăriei Street
02	Amzei Market Hall	Piața Amzei, covered market hall
03	Grand Hotel Bucharest	4 Nicolae Bălcescu Boulevard
04	NOOK	18 Constantin Mille Street
05	Control Club	4 Constantin Mille Street
06	Kristal Club	34 Regina Elisabeta Boulevard
07	ARCUB – Hanul Gabroveni	84 – 90 Lipscani Street

How the weekend fits together

The main event

One shared dance floor

The main electronic bill brings the weekend’s audience together in one room.

The smaller rooms

Music around the centre

Listening sessions and smaller performances let guests hear a different part of the programme up close.

Between sets

Food, stays and culture

Hotels, kitchens and cultural spaces give guests somewhere to stay, eat or spend an afternoon near the music.

Proposed first edition / Friday through Sunday

Four ways to hear a set





Listening session

An intimate room where a selector can play records for people who have come to listen.

Site-specific performance

An artist builds a set around the acoustics and layout of a particular space.

Rooftop session

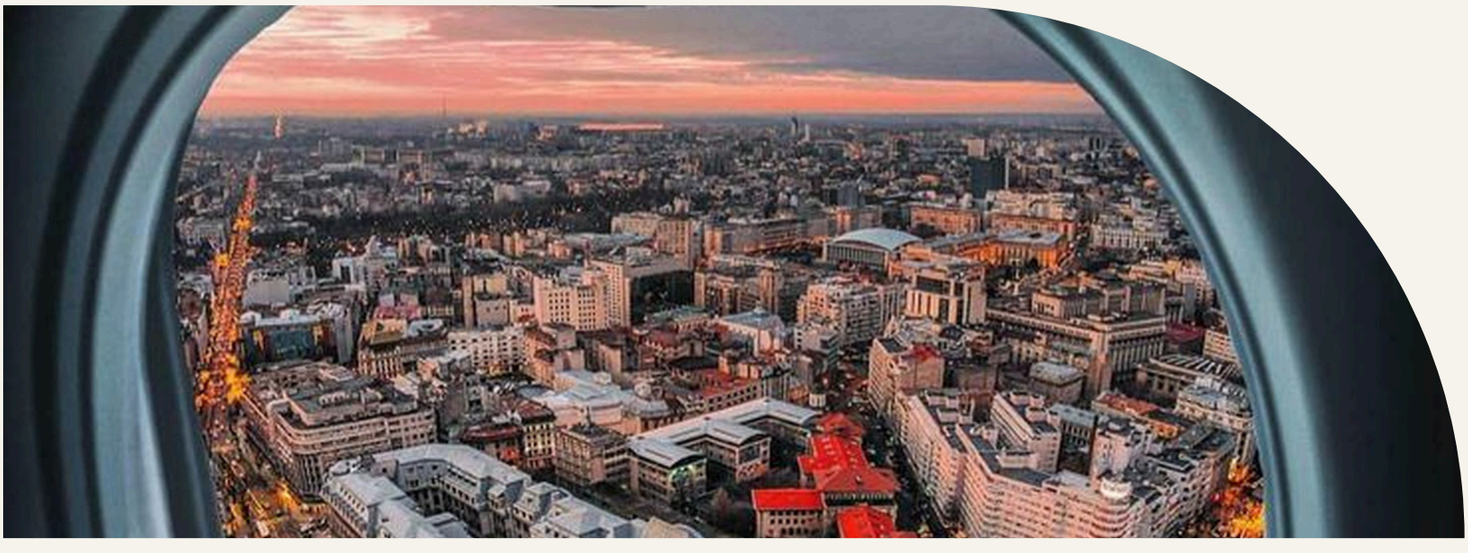
A smaller bill above street level, with Bucharest in view.

Daytime session

An afternoon slot that leaves time to move across town before the main event.

25 – 40

TARGET AGE RANGE



Who makes the trip?

The festival is aimed at people who travel for electronic music and make a weekend of it. Their plans also include a room, places to eat and time to look around.

INITIAL INTERNATIONAL MARKETS

London / Milan / Berlin / Amsterdam / Paris

Along Calea Victoriei

Three parts of the proposed footprint, seen at street level.

North — Piața Victoriei & Amzei

The Peasant Museum has its own cinema. Further south, the covered hall at Piața Amzei housed Romanian Design Week's 2023 main exhibition.

Centre — Universitate & Constantin Mille

The Grand Hotel Bucharest tower looks over University Square. NOOK and Control Club are on Strada Constantin Mille, close to Kristal on Regina Elisabeta.

South — Old Town & Piața Unirii

ARCUB runs performance and exhibition rooms in Hanul Gabroveni, a restored inn on Strada Lipscani. Piața Unirii marks the southern end of the study area.

These locations form a venue shortlist. Their participation in the festival is unconfirmed.

A place to stay



HOTELS AND STAYS

A hotel can offer rooms for visiting artists or host guests travelling to Bucharest for the weekend.

A late table



FOOD AND DRINK

A kitchen or drinks partner can host a meal around the programme, giving people a place to meet before a set or eat afterwards.

ART AND DESIGN

A cultural partner could host a show or commission work by a local artist.

What could you take on?

The right role depends on what a partner can put into the weekend.

Host — Offer a room

Make a hotel, dining room or event space available to artists and guests.

Enable — Help people get around

Support travel between venues or help visitors find the smaller events.

Unlock — Open a space

Help cover the hire or secure access to a room for a performance.

Create — Commission something

Back a new work, product or collaboration with an artist or designer in the programme.

The first edition

3 days

Friday through Sunday

1,000 – 3,000

Unique guests · planning range

WHAT THE FIRST YEAR SHOULD TELL US

Will people travel to Bucharest for this bill? Which smaller rooms and city partners become part of their weekend?

Cyclic wants a first edition it can bring back annually. Those answers will shape the next programme and the scale of the rooms.

A festival by Cyclic



cyclic

THE LAB BUCHAREST / 13 OCTOBER 2023

Cyclic and Mixmag brought SIlash & Doppe to the House of the Free Press. Mixmag published the set.

Watch the set ↗

FOUNDING PARTNERSHIPS

To discuss a venue, a programme idea or support for the first edition, contact Ionut Hupca at Cyclic.

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