



Dragonland Brings Top Global DJs and Artists for **One Night Dance and One Night Pop** to Hong Kong

The passion for Pop Music has been strong since its inception. With millions of fans all over the world, Pop Music Culture has been a driving force in the music industry for decades, and has been mature in Hong Kong for many years. But in Hong Kong, it is still very rare to have four full performances outdoors, especially featuring some of the biggest international pop stars.

At the same time, Electronic Dance Music (EDM) continues to evolve as a mainstream trend and its influence only grows stronger. EDM festivals are wildly popular – giving people a chance to catch up with old friends, meet new people and celebrate great music together. They're especially big in Europe and America, where people are highly educated in dance music culture, and Asian countries are the new target markets of many well-developed EDM festivals. Most recently, Japan, Korea and Singapore have hosted EDM festivals – a sign that EDM is trending across Asia.

Dragonland Music Festival (Dragonland) will be the first outdoor concert in Hong Kong to combine both music genres – EDM and Pop – plus a full concert by Leon Lai, a Hong Kong favourite.

Dragonland is bringing the Electronic Dance and Pop Music culture to Hong Kong in a unique, 3-day festival, and in the process, creating a unique image for Hong Kong to differentiate itself from other music festivals across the world.



Dragonland begins with a story based on the **4 Essential Elements – Fire, Water, Air and Earth – which represent 4 Tribes**. The concept of tribes symbolizes people from different countries and cultural backgrounds, and these 4 tribes unite everyone at the festival. That's the ultimate aim of Dragonland: to unite people through music surrounded by the beauty of Victoria and the skyscrapers of Hong Kong.

The festival will feature performances by well-known international DJs and pop artists over three groundbreaking days. The Hong Kong Tourism Board is the supporting organisation for the festival.

Date: 24–26 February 2017 (Friday–Sunday)
Venue: Central Harbourfront Event Space
Price: ~~Leon's Penguins in Live 2017 (24 February 2017, Friday)~~ **SOLD OUT**
One Night Dance (25 February 2017, Saturday) – \$780/\$1380
One Night Pop (26 February 2017 Sunday) – \$880/\$1680



LINE-UP

Leon's Penguins in Live 2017
24 February 2017 (Friday)

One Night Dance
25 February 2017 (Saturday)

Zedd
Steve Aoki
Redfoo
Tom Swoon
Vinai
Infected Mushroom
Seiho

One Night Pop
26 February 2017 (Sunday)

Black Eyed Peas
Iggy Azalea
Carly Rae Jepsen
Mike Posner
Half the Animal

Tickets available on 30th Nov at www.hotdoxtix.com
For details, please visit www.dragonlandmusicfestival.com