

Symposium Festival Studies

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Fruzsina Szép



Fruzsina is the festival director since October 2014 for Lollapalooza Berlin at the Hörstmann Unternehmensgruppe (HUG) based in Berlin and Cologne. The portfolio of the company consists of the following festivals and brands: Lollapalooza Berlin, MELT!, splash!, Berlin Festival, First We Take Berlin, MTV Mobile Beats, the Festival Guide and the Intro Magazine.

Fruzsina was the program & artistic director of the Sziget Festival (H) between 2009-2014. She was the funding director of the Hungarian Music Export Office and was also the funding director of the Hungarian Cultural Institute in Brussels. Fruzsina established several national and international cultural projects such as the Roots&Routes International Talent Development program, the RegiON live! CEE Showcase Club Festival and the Region Music Conference. She is one of the main initiators of CEETEP the Central-Eastern European Talent Exchange Program that is part of ETEP the European Talent Exchange Program. Fruzsina is a lecturer at Universities where she holds classes on art management and festival organisation, she is a board member of Yourope – The European Festival Association and also a strategic group member of 'A Soul for Europe' (a lobby organisation protecting and supporting the cultural values of Europe in close cooperation with civil organisations and the EU Commission).

Since many years Fruzsina is working on a well structured link between the Eastern and the Western European Cultural Market and the exchange of a high level of know-how and best practice between cultural and artistic workers in order to strengthen the mobility of artistic repertoire in Europe.

Keynote: Internationalization @ Lollapalooza

Lollapalooza spreads worldwide, especially in Latin American Countries. Fruzsina Szép will talk about internationalization and also about the reasons, why Lollapalooza Berlin was established in 2014. Furthermore, the multidisciplinarity as an innovative tendency for music festivals will be discussed.