

elrow

PRESSKIT_

A LETTER FROM THE FAMILY_

At **elrow Family** we've had the same goal for the last 160 years to bring the fiesta spirit by creating unique exciting experiences in music and entertainment.

The source of our inspiration is our belief that our brand of wild, provocative fun is something that revellers all over the world can enjoy.



How It Started

The elrow that we know and love started in 2010 as a small party in Barcelona thrown by Juan Arnau Jr. and Cruz Arnau for his extended group of friends. They sought to build a place where adults could play around in a dreamland, surrounded by vivid and surreal performances, all while listening to quality dance music.

As it grew, elrow moved outdoors and became a daytime experience. Since then, elrow has transformed into a global party brand that brings its immersive performers and booming bass-lines to clubs and festivals on all parts of the globe.

Barcelona to Bristol, Shanghai to Cape Town, New York to Mumbai since 2015, we have touched every continent, hosting over 250 events in over 50 different cities.

Welcome to the elrow family.

Vibe & Values

From our 50-strong team; working out each and every logistical detail of our busy show schedules, and the 60+ designers, dreaming and working tirelessly in their warehouses, to the 350 workers hired each month for the international shows, elrow is all about 'la familia'. Aside from the tight-knitted company vibes, this family is also real.

1. We are family

You are joining a lineage of entertainers going back over 150 years. You need to earn your position in the family and respect it, then extend that respect to others with honesty, humor and openness. Stay approachable, friendly, and never too busy to listen and help.

2. We're all part of the party

Everybody joins in the fun, and we lead by example. Our habitat is the dance floor and everybody's welcome. Our fun is contagious because it's real. We radically believe that the show must go on. We rock the party.

3. We are humble

Always be part of the party and never think you're better than it. Keep your feet on the ground (and the dance floor). It's the only way to make sure our shows are truly a collective experience.



4. We are wild

Aliens welcome and anything goes. Celebrate weirdness in all its amazing forms. If we try hard and fall, we get up laughing, because we know that risks keep our hearts beating and our minds flying.

5. We trade in WOWS

'Great' just isn't good enough. Shock, surprise and delight. We don't want people to feel comfortable, we want them to feel amazed and provoked. We are not a formula; we are the constantly unexpected, happening right in front of your eyes.

WHAT WE DO_



Popeye parties with pirates. Olympic flames surround you. Elvis Presley rocks to techno. A group of surfers catch a wave across the crowd. rowgelia gets the crowd moving.

welcome to **elrow**, the world's most insane party. together we make magic happen.

Imagine bursts of light and colour, trapeze artists soaring through the air as a flood of confetti pours from the sky, eclectic props and toys, elaborate set design, the pulse of thousands of revellers dancing to the beat of the best house and techno DJs in the world, accompanied by a cast of stilt walkers and performance artists to help push the wildness over the edge. Now imagine 20 different versions of this wacky world...

THE WINNING FORMULA!

We're a massive escape-valve for the seriousness of life. A jam-packed roller-coaster of pure smiles running wild. Every session is a magical, collaborative world; blending music, amazing props, street theatre and zany costumes into a unique melting pot of laughter and craziness. We get people dancing their feet off in absurd, multi-coloured carnivals of epic fun, where performers and the public come together in glorious, never-ending explosions of pure happiness. Thanks for being part of it all and for spreading massive doses of love and joy show after show.

MUSIC:

Music is a key part of the elrow experience and as such, it needs to be fun. We work with the best underground house and techno DJs from across the globe as well as up and coming artists to create the perfect balance and atmosphere and keep the dancefloor in full swing from start to finish.

DECORATIONS:

Our aim is to create a dreamland. A fully immersive and experiential environment where people can lose themselves in another world. We have full time staff working at a warehouse on the outskirts of Barcelona making our costumes, decorations, inflatables... everything. We make everything ourselves. Everything.

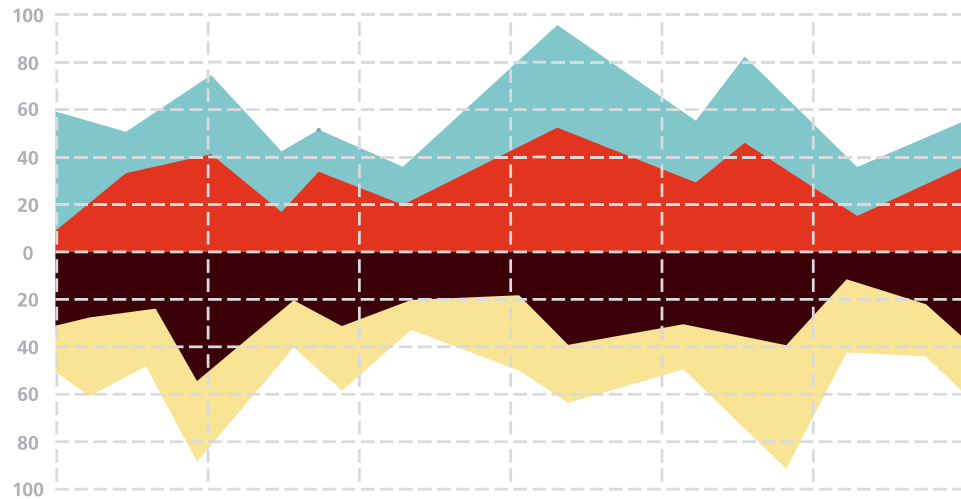
PERFORMERS

The inclusion of street theatre groups, actors who unexpectedly mix and perform among the public, is calculated with precision. The groups are free to invent the performances, which range from go-go dancers to costume giants dancing among the crowd on stilts, to a flock of human birds flapping their wings along the most remote corridors.

YOU

The key of everything is that the people are the party. The music is important of course but the DJ is not the party, the people are. Our goal at every party is to have the performers and the people be one and the same.

ELROW IN NUMBERS 2017



- **118** full time employees
- **50-250** associate employees per show
- **105** shows
- **2** elrow festivals
- **18** stages at festivals
- **1.8 million** attendees
- **24** countries
- **50** cities
- **25** tonnes of confetti
- **888.000** toys
- **800** DJs
- **150+** stilt walkers
- **60.000+** inflatables
- **2000+** actors

OUR EVENT THEMES_



MORE THAN 20 EXPERIENTIAL SHOWS

The exotic Sambodromo in London?
We got it.

The Bronx in Shanghai?
Check.

A Psychedelic Trip in Ibiza?
Yep.

An absurd and wonderful Singermorning in Miami?
Affirmative.

The Authentic Feria de Abril in Buenos Aires?
Of course.

OUR EVENT THEMES_

SINGERMORNING

You find yourself slap-bang in the middle of some wacky, comic-book house, decorated with hanging umbrellas (why?, who knows, don't ask), people on stilts, giant bouncing balls, mass twister weirdness and presiding every corner a crazed face smiles at you incessantly. Keep an eye out for Popeye and Mario, while you catch a wave with the surferowers, and cheer on the human table football. Roll in Singermorning banknotes and don't forget to have fun: if not, our resident party pooper might just give you a wetting. If you manage to escape from the dance floor and its electronic beats, we'll do our best to drive you happily nuts with our Balkan fanfares and crazy trumpets. As for you, come as you are, as long as you're a crossdresser, you like to wear your grandad's bowling clothes or you're colour-blind and buy your gear for shine factor. If you don't make us laugh, we might not let you in!



OUR EVENT THEMES_

BROWN

Bronx law is crystal clear: you have a wild time or you're doing time. There's only one Bronx but we've taken over a bit of its real estate and set it up in Elrowia: graffiti everywhere, yellow cabs, hot-dog stands, the Lady Liberty and even a boxing ring from the city of Mike Tyson and Sugar Ray Robinson. And when, overwhelmed with joy, you look up to the skies, you'll see sneakers hanging from the telephone wires. As well as our booming bass-lines, you'll be right in the middle of rap battles, bringing some of that East-Coast rap back from the 90s. We make the ghost of Biggie proud, busting a rhyme out on the corner of the block. Along with famous rappers, you will be joined by Italian mobsters, the NYPD, subway car breakdancers and the one and only Bronx GlobeTrotters, all in charge of showing you how to really move your feet. However, if you don't dress like it, you don't belong on the streets. So keep your cool, show your gangsta style and live a night on the wild side, brother.



OUR EVENT THEMES_

EL BOWSQUE ENCANTADO

Once upon a time there was an Enchanted Forest in another dimension where reality turns into fantasy and dreams come true. Many believe that once you enter the Enchanted Forest, the wildest corners of a person's subconscious are aroused. And those crazy enough to actually enter say that they experience inexplicable attacks of craziness and happiness, out of reach of the average human mind. Get ready to be watched by huge trees, to dance with beautiful creatures and laugh uncontrollably until you turn into some fantastic being. Watch out for the apparitions of dark beasts and demons who live in the shadowlands... the most terrifying part of our Forest. Jump into the inexplicable lost time zone, create your own world in the elrow Enchanted Forest, our enchanted realm where the music is simply otherworldly!



OUR EVENT THEMES_

EL ROWCIO

Two Spaniards together is a date, any more is a fiesta! This immense Iberian celebration of ours will be decorated with colorful huts, with corresponding tapas, Manzanilla and Rebujito, all staples of la Feria de Abril (Seville Fair). And when you have the sudden desire to dance flamenco, a tablao (a flamenco stage) awaits you. At Rowcio, apart from our expected electronic music sets, there are authentic live flamenco performances, folk songs, sevillanas and rumbas in every corner. Joining us will be a crew from a Spanish wedding: the bride and groom, the flamenco troupe, and various characters all dressed in their respective Andalusian flamenco outfits. We can't forget that in the middle of it all will be the Procession of Rowgelia. When here, put your personal shame aside, get moving at the tablao and make noise with your castanets. Don't forget to wear your polkadots and your decorative Spanish hair combs. A final tip—watch out for the bulls!



OUR EVENT THEMES_

FAR ROW WEST

Everyone has played Cowboys and Indians, but not like this. Duels at dusk, the Saloon, fierce inflatable prairie animals, tipis, the town bank — you name it, and Oldtown elrow, the wildest and most hardcore town in the West has it. Good guys get to see the mines, bad-dies go straight to the Sheriff's jailhouse. Electronic music is what the sheriff ordered, except when the place falls dramatically into utter silence, you make intense eye contact with the other guys, and BANG, you find yourself in a duel. The soundtracks of a thousand westerns fill your ears, you draw like Lucky Luke, faster than your shadow, and hopefully live to tell the tale. Meanwhile, beware of the Dalton Brothers, because you might not see them when you are distracted by can-can dancers, bank robbers, two-bit piano players and antsy native americans dancing around the sacred fire. In this world there are no neutral sides, you are either with the Indians or against them, robbing the banks or being robbed, shooting arrows or pistols. War paint or uniforms? Outlaws or deputies? Billy the Kid or Sitting Bull? You must choose.



OUR EVENT THEMES_

PSYCHOWDELIC TRIP

Jump into the wildest hippy commune ever, shout out “make elrow, not war,” hug a tree, hug a flower, hug whatever and whoever, as long as you spread a bit of love and laughter. Live the summer of love with kaleidoscopically painted vans and peace signs. We are bringing everything you need to have the happiest of trips, feel the good vibes, and dance bare-foot to the sixties beat. Plus, we’re laying down some lysergic sitar tracks to get you into a special mood and fly you off into peace and love heaven. Our hippy commune accepts peaceful demonstrators, long-haired guitarists, Bob Marley enthusiasts and off the wall chemists bringing weird concoctions. In true hippy style nobody’s going to tell you what to do except to open up your mind and your third eye, and set off on a mind-blowingly groovy, astral trip to the sixties. Share the love, the peace, and good vibes, and dance in harmony until you drop.



OUR EVENT THEMES_

LAS FILIPINAS

This show rocks a street-market vibe and elrow's decoration has gotten a bit gentrified too: food-trucks, urban gardens and craft stalls where everybody's welcome to pitch in, create and learn something new. Homemade, handmade, lovemade... it's all good! Musically, Las Filipinas is all about chilling and going with the flow: you'll sip your new-age hippy drinks to some deep and smooth beats. The perfect contemporary soundtrack for modern cool-hunters. Circling around you will be flea market explorers, vintage clothes lovers and alternative fashion designers, hipper than hip baristas along with friendly demonstrators with a cause to defend. Ah, and don't be surprised if you bump into some new age prophets, ready to expand your horizons with new skills. When joining us, get ready for a perfect Sunday morning with an urban vibe: finger food, friends, great music, a bit of arts and crafts, and our fabulous GRAND VERMOUTH. The most hipster elrow experience; too much time here and you'll ditch it all to set up a fixie workshop on the beachfront.



OUR EVENT THEMES_

SAMBOWDROMO DO BRASIL

Bring your jungle camouflage because you'll be in the thick of one. And don't worry if you get lost too, because you'll be surrounded by tropical life at every step. But don't think you can just lay back and relax, because we bring a wild Brazilian street party to the jungle. Not only will you stamp your feet to our electronic beats mixed with a bit of jungle rhythm, but we are going full Brazilian with Samba and some Batucada. Although you will be miles from civilization, whistle and out will pop a troupe of Samba dancers, a few carnival floats, drummers, footballers and even some shanty town party people, bearing gifts like cassava snacks as well as other Brazilian delicacies. These performers should be just as impressed with your outfit as you are with theirs. Just grab a few feathers, steal your creepy uncle's boa constrictor, and start working those hips, Samba style.



OUR EVENT THEMES_

ELROW MUSIC

Get your groove on in a blast from the past. Find the spandex buried in your closet and thanks to huge disco balls you will shine while you bop your way through the 60s, 70s, and 80s. We are still elrow, so electronic music is never far away, but we've blown the dust off our old vinyl collection with top forty hits from the good old days: the Beatles, Rolling Stones, Kinks, Boy George, Beach Boys, Bee Gees, Village People, Boney M, ABBA, Madonna, Pet Shop Boys, New Order, Jackson 5. We have it all. We have opened the doors of time entirely, so you will also find yourself with performers from the musicals you love: Grease, Yellow Submarine, Quadrophenia, Saturday Night Fever, Dirty Dancing and Fame (just to get the ball rolling). Sartorially, we are looking out for frilly shirts, open chests and shoulder pads. But don't forget the hair dos and platforms from disco's golden age. Raid your attic and hit up vintage thrift stores to find your grandparent swag.



OUR EVENT THEMES_

EL PRINCIPE DE ZAMUNDA

Welcome to outrageous jungle beats in the middle of New York. The Big Apple never fails to surprise, and here we've mixed its mean streets with the savannah of Africa, giving you a Queens vibe of yellow cabs and fast food stalls combined with the wild world of Zamunda. Electronic music fans won't be let down, but we also play tribute to the film with some African Tribal and 80's pop, a wink to the decade when this classic Hollywood film was released. We'll have some of New York's finest to walk to the beat and for the grand opening, we logically have the stellar presence of the McDowell family, as well as King Jaffe Joffer with his entourage of bodyguards and zany friends. Yet, as per usual, that is probably the only logical part of the show. You will be immersed in tiger prints and tom-toms galore. It will be like flipping through a much more fun and crazier version of the film, The Prince of Zamunda.



OUR EVENT THEMES_

FROM LOST TO THE RIVER

Rowgelia is throwing her own party and it's 100% Rowgelia style. All her rowdy friends from the farm are invited, even her twin sister Rowberta, who is a serious party chicken. For the decoration, you are walking into Rowgelia's farm, so you will be surrounded by herds of mischievous critters who grew up on a diet of American cartoons, and now can't live without their sticks of dynamite, huge eggs, Road Runners and coyotes. Our DJs are never far from their electronic sounds but, in honour of our animal friends, they'll also be bringing us a healthy dose of country for good old barn-dancing. With Rowgelia and her twin sister, Rowberta, leading the show, they will be bringing many other (performer) friends: a troupe of cockerels, bears, pigs, cows and other cartoon characters who've left their comic book homes to do some serious partying. During the party, make sure you blend into the fauna, that's the only way we can be sure that Rowgelia is going to be in the sort of lively company she deserves.



OUR EVENT THEMES_

NOWMADS NEW WORLD

Today's a drag and the future sucks, so logically you jump into your Stargate; but as usual you touch something you shouldn't and cause a rip in the fabric of space and time that shoots you into a new world where stone-age cave dwellers, medieval dudes, Bedouins, Egyptians and even two-metre high blue space people all get mixed up into a wild never-ending party. Here you will find yourself staring into the Stargate right above the DJ booth, but when you look around our world, the first thing you'll see is a massive phoenix, pyramids, fluorescent foliage and a bunch of weird wood and metal stuff we don't really know how to describe. What brings the new world inhabitants together is their love for electronic music, but they sometimes get a bit nostalgic and raise up hell with their tom-toms, their jambés and other tribal beats that remind them of their far-off lands. In the new world, there's room for everybody and everything and dancing in the crowd will be Cro-Magnons, Bedouins, feudal lords and African tribes, all here to display their own special rituals. So get your explorer kit on and rage into the alternative reality.



OUR EVENT THEMES_

ROWLYMPIC GAMES

It's 50 BC and Elrowia is occupied by the Romans. As a gesture of peace, all are invited to the Rowlympic Games, where athletes and barbarows joyfully compete to see who gets to be the greatest party animal of all. You're in Julius Caesar's Rome (just like today, minus the tourists and pizza houses), where you'll find all your usual Olympic gear: Olympic flames, torches, rings, vaulting poles and a many other decorations somehow related to the athletes. As for the music, we've prepared a marathon electronic session to get you moving like a world-class party athlete. Turning up to these crazy beats will be our reinforced team of Cleopatra's dancers, Greeks, Romans, Gauls (historically known for their muscles and tiny leather shorts) and, if you aren't awestruck as a mere mortal, you'll be able to have a drink with some Gods and Goddesses. In preparation, don't waste any time; pull out your mop and practice those javelin skills and don't forget to train for the shot put with your grandma's unbelievably heavy handbag. Because if you want to get your dancing hands on that crown of laurels, you're will have to beat the best!



OUR EVENT THEMES_

ROWLLYWOOD

Imagine, you're just wandering down the street when you suddenly realise you're on the set of a Bollywood film production. The set is mind-blowing — Indian embroidery, incense, statues of deities everywhere, and a spectacular Taj Mahal with a pantheon of gods and goddesses overlooking the fun. We've taken a bit of poetic license and while staying true to style with our electronic sounds, we've added some exotic South Asian beats, and we've even added belly-dancing and traditional Indian Kathak, reserved for the extreme Bollywood fans out there. Thrown into the giant Bollywood mess are snake charmers, fakirs, street traders and if his carpet doesn't get testy, maybe Aladdin will fly in from Persia for a good time. The film directors will be following you with their cameras, so it's time to put on your veils, saris, henna and silk. You are center stage in this mega production and Mumbai is waiting. Just don't dare bother the sacred cows!



OUR EVENT THEMES_

EL TRIANGULO DE LAS ROWMUDAS

Ibiza. Saturday, September 16th, 2017. Elrow threw a party on a pirate ship with a definite sparRow vibe. But somewhere between Atlantis and Es Vedrá the ship went off course and entered the white island's wildest waters: the Rowmuda Triangle. The music and the noise of the crowd awoke and infuriated the Kraken, the island's most dangerous animal. This savage underwater creature swallowed the pirate boat in just one bite, setting the partygoers off on a surreal journey deep inside the Kraken. The party on-board the boat had already been pretty fantastic, but this took them into a completely different dimension. Words cannot describe what they experienced in the Rowmuda Triangle. Imagine an insane mix of The Island, Lost and also Alive; a wild fiesta full of shipwrecks, crashed planes, insane sea creatures and hippy communes under the sea. The party everybody was talking about, "THE PARTY OF ETERNAL HAPPINESS".



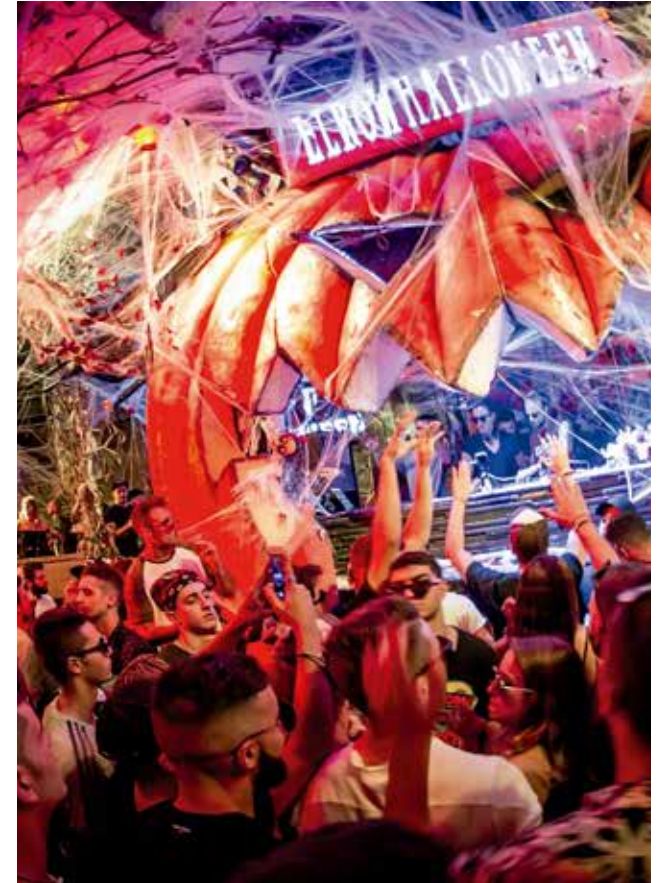
OUR EVENT THEMES_

HORROWEEN

This is most frightening, macabre and chilling House of Terrowr ever seen in the history of cinema. Lucy's home is between the library and the derelict hospital of Rowbelan city. The only way to get there is by going through dark tunnel of terror and running for your life through pumpkin garden until you reach the enchanted wood of spider-webs and dead trees. And there, right in front of you and the family graveyard you'll find the ROWEEN mansion. Get ready for some terribly shocking and ELECTRIFYING music. Sounds from beyond the grave... electronic beats that will torture you unless you get up and dance! A mix of screams from the Roween family, the shrieks of Candy, the scratches of Tommy and Lucy's whispers.

You will feel winter's cold tentacles, the silence of the lost souls observing you. This mansion is a chaos of living dead, party zombies, dance-floor monsters and blood abstemious vampires. A hell that's one hellava place to be. Find your corpse bride among scared priests and rampant nuns. Get between the sheets with the girl from the exowrcista or play with our diabolically laughing clowns

Let the show begin! From the entrance right up to the attic.... madness awaits!





WHO IS ROWGELIA?

Rowgelia, our huge yellow chicken, is far more than a mascot. With her own fan page on Facebook and her own Instagram, she is elrow's vivid representation of its inner party madness. Rowgelia is always up to some new adventure, while she gives her own press interviews and loves sharing tips and advice with her fans.

Present in all our shows, she appears, sometimes accompanied by her sister Roberta, in the midst of the elrow parties, unleashing her surrealistic energy among the crowd. She represents pure fun and euphoria and acts as a catalyst for general craziness.

Her acclaimed appearances on the dance floor are a clear message that nothing that happens in an elrow session will ever be normal. Because once you dance beside an outsized and wild yellow chicken, you know you'll never be the same again.

ELROW FUN FACTORIES_

elrow House

elrow's International Headquarters are located in Barcelona; Their recently secured new home, Rowhouse, will be a hub for industry activity in Barcelona, as well as hosting regular events at the stunning villa location, Barcelona is also home to elrow's primary warehouse. A magical place, touched with fable and inspiration. And as soon as you go in anything can happen.

Ibiza House

Ibiza is our second home. There, we have both an office and a warehouse to service our residency at Amnesia. With a different themed show each week, our elrow office and warehouse is amongst the busiest of all our locations.

Workshops

Set design, costumes and props needed for the elrow shows are created in Barcelona and Ibiza, in the production workshops (ateliers) at IHQ. Specialists of every description (including master shoemakers, milliners, textile experts, sewers, lace makers, carpenters, etc.) devote their painstaking labour to making all of the items needed for the shows.

In addition to office space, it houses the production workshops: a large costume shop that includes sewing and fitting rooms as well as space for shoemaking, hat making, textile design and a workshop for costume props and special effects. Approximately 100 artisans are employed in the workshops making some 16,000 or so items (hats, shoes, dresses, body-suits, etc.) required for elrow's shows. It takes close to 50 kilometres of fabric just to make the costumes, 80% of it is processed and dyed right in the shop by the textile design team.

Logistic centers

Additionally, work continues on anticipated growth with recent opening of warehouses in New York (december) and Shanghai (january), Sao Paulo and Buenos Aires, to support the international shows, allowing for more efficient operations and less transportation costs.



ELROW'S HISTORY

A LOOK AT OUR STORY_

In 1870, a man named Jose Satorres opened the Cafe Josepet in Fraga, a small town in the middle of Spain, laying the groundwork for a visionary family entertainment business that would continue under the command of his granddaughter's husband, Antonio Duran.

The story in Fraga continued when Juan Arnau and his wife Francisca Ibarz arrived in 1924. Twenty years later they opened Saloon Florida directly neighboring the Florida Cinema, a concert hall that would become Terrace Garden Florida and then Saloon Florida - a dance and entertainment centre where famous singers and orchestras would play in the 40s and 50s. All in it's rightful place; the left bank of the Cinca River.



ELROW'S HISTORY - A LOOK AT OUR STORY_

The two families were united when the only daughter of Duran and the firstborn of Arnau married in 1953, bringing the two businesses together. From then on, the two Arnau brothers, Juan and José, along with their respective wives, transformed the Saloon Florida into the Florida Club in a bid for new musical trends. Refurbished and decorated by the renowned and visionary Catalan interior designer, Javier Regàs, Florida 135 Club, which now loosely resembles the world of Blade Runner, became credible in Spain for its originality and transgressive style.

Well into the 90's, the rebellious spirit of the Arnau family led to an illegal rave in the middle of the Monegros desert, a massive piece of land that Jose Satorres had lost and then won back again in a card game 100 years prior. And so, Saturday the 22nd of July 1992 saw the first edition of one of Spain's most important electronic music festivals — the legendary Monegros Desert Festival.

Some years later, the family's musical passion pushed them to once again explore and invent musical trends. The now famous elrow started as an urban club in the legendary Nick Havanna, Barcelona. In 2008, the club moved to a new location in the city, presenting a fresh new stage full of possibilities.

It has been a six generation long saga devoted to entertainment, and today elrowFamily has become one of Spain's leading electronic music promoters. Its unique events are celebrated all over the world and symbolize fun, craziness, originality and the best in electronic music.



THE CURATORS_



The sixth generation of the Arnau Family entertainment entrepreneurs share the same rebellious spirit as their predecessors. Juan Arnau Jr and Cruz have taken over the family business since their parents retired last year.

With their talent for identifying present day trends, they are harmonious in achieving the same objective as their father- that everyone should have fun.

Juan Arnau Jr. is propping up the VIP bar by the stage. The Elrow boss has his hair cut short and is wearing a black T-shirt and black jeans. At 35, he's the youngest member of a Spanish party dynasty. Arnau Jr.'s family has been involved in the nightlife business for six generations; his ancestors ran nightclubs in his hometown of Fraga as far back as 1870. In 2010, Juan Jr. and his sister, Cruz, went out on their own with Elrow. To ensure their club night stood out from all the others, they bought masks, confetti cannons and inflatable animals at party stores. This simple idea quickly took on a momentum all of its own.

In the middle of the dance floor is where you'll find Cruz. In the beating heart of the party, immersed in the action and soaking up energy from the thousands of fans that dance around her. Cruz is the leading creative force of elrowFamily, the creator, the storyteller. She has an innate connection with new generations, constantly pushing elrow to new and even more exciting places to ensure that every show is fresh, unique and surprising.

After 7 years of hard work, elrow has become one of the fastest growing entertainment concepts in the world. Cruz and Juan Jr lead a global network of people, bringing elrow's spectacular shows to the best party centres on the planet. Today they're in Ibiza, tomorrow they're in Shanghai and who knows where the next day.... When he does get time at home, Juan Jr is busy being a dad, having welcomed the first in the next generation of Arnau - Juan Jr. Jr. - into the world earlier this year.

ELROW PARTNERS WITH SUPERSTRUCT ENTERTAINMENT_

On February 23rd 2017, elrow entered a new phase, as they entered into a partnership and investment agreement with Superstruct Entertainment a live entertainment platform backed by Providence Equity Partners.

With a shared vision to unlock elrow's full potential as a leading global events concept, directors of the newly formed board include of Creamfields Founder James Barton, who was voted 'Most Influential Person In Dance Music' by Rolling Stone in 2014 and Providence Director Roderik Schlosser from Superstruct, alongside elrow co-Founder Juan Arnau Jr and business guru Vicenç Marti President of elrow. Together they are busily hatching plans to expand elrow's unique concept to ever higher realms and to new territories across the globe.



ELROW ONLINE_

www.elrow.com

SOCIAL MEDIA

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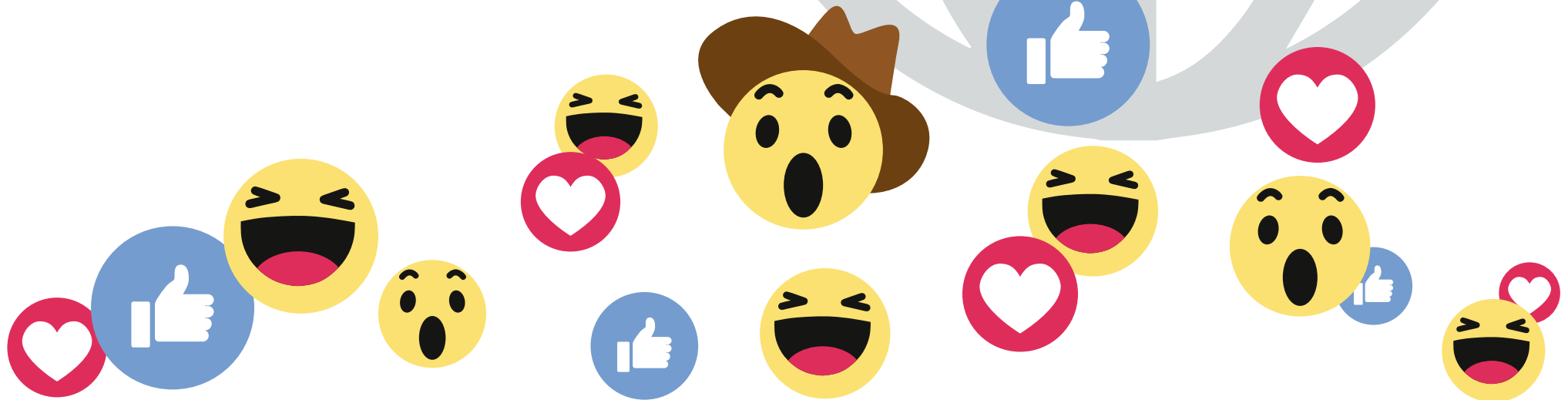
Twitter: /elrow_

Instagram: /elrowofficial

YouTube: /ElRowChannel

Snapchat: elrowofficial

Periscope: elrow_



ELROW MEDIA QUOTES_

**“It’s given dance music
a new lease of life”**

TimeOut

**“A party to remember,
with fun at its core”**

mixmag

**“elrow is literally one of
the best parties”**

ELLE

**“Elrow have really out-
done themselves”**

billboard

**“A world so vibrant and
colourful that I would
not want to leave.”**

METRO

**“A full-blown carnival, a
cross between Cirque du
Soleil and Burning Man,
with ceiling-swinging
acrobats, stage perfor-
mers and costumed
circus parades.”**



Red Bull