

**PHOTO BOOK**

A wide-angle photograph of a massive crowd at the Positivus Festival. In the background, a large stage structure is visible with the word "POSITIVUS" at the top. Two side screens display the "laittelecom" logo and a performer. The central screen shows a live performance with bright stage lights. The festival is set in a park-like area with trees and a clear blue sky.

# **POSITIVUS FESTIVAL**



# THE BIGGEST AND MOST SIGNIFICANT MUSIC FESTIVAL IN THE BALTICS.

- An annual three-day music festival is taking place in Latvia, Salacgrīva since 2007.
- Offers its visitors a wide array of amazing performers, plentiful entertainment options and a lively atmosphere, creating an unforgettable experience.
- The idyllic location and beautiful coastal region, located 110 km from Riga are praised both by the festival visitors as well as the performing artists.
- Apart from an exciting music experience, the festivalgoers also have the opportunity to participate in and enjoy various activities throughout the festival.





“...a bucolic idyll with an inviting forest surrounding its green fields. If you ventured through the trees there were all kinds of wonderful things to find, from smaller stages, art stalls, people ensconced in hammocks watching metal bands, to a beautiful beach on the other side offering serene sunsets.”

Clash Magazine / Simon Butcher

A group of people are silhouetted against a vibrant sunset over the ocean. The sky is filled with horizontal bands of orange and red clouds, with the sun low on the horizon. The water reflects the colors of the sky. The people are standing on a beach or pier, looking out at the sea.

**“STUNNING LOCATION,  
FANTASTIC ORGANIZATION &  
TOP-NOTCH BANDS. POSITIVUS,  
A NOT TO BE MISSED FESTIVAL”**

**EL MUNDO / IGOR LÓPEZ**

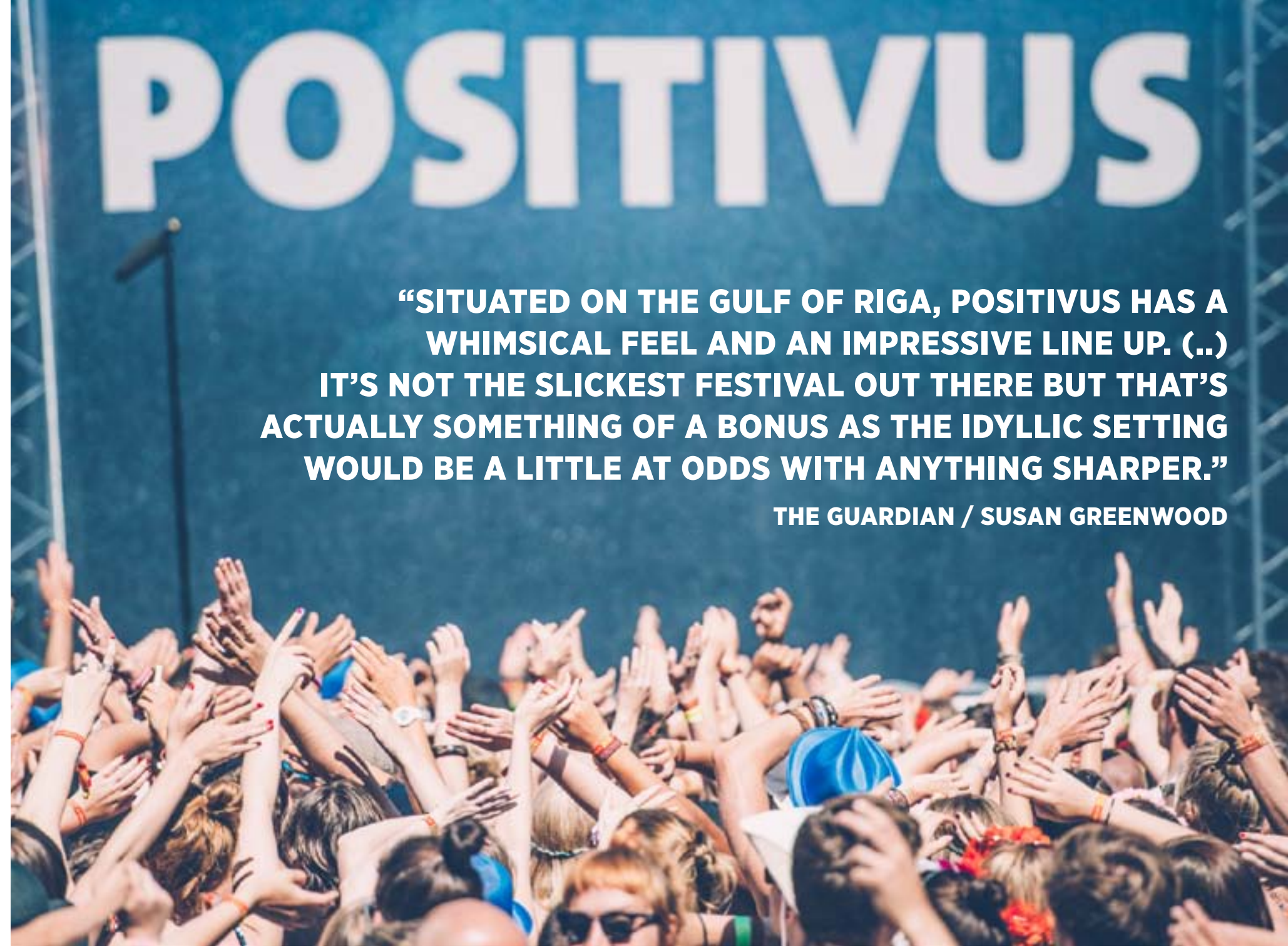
**“UNPRETENTIOUS, WITH  
A STRONG, ECLECTIC  
LINE-UP”**

**METRO**

**POSITIVUS**

**“SITUATED ON THE GULF OF RIGA, POSITIVUS HAS A  
WHIMSICAL FEEL AND AN IMPRESSIVE LINE UP. (..) IT’S NOT THE SLICKEST FESTIVAL OUT THERE BUT THAT’S  
ACTUALLY SOMETHING OF A BONUS AS THE IDYLIC SETTING  
WOULD BE A LITTLE AT ODDS WITH ANYTHING SHARPER.”**

**THE GUARDIAN / SUSAN GREENWOOD**







**“YOU HEARD US -  
THIS SITE ON THE  
BALTIC COAST  
IS FREAKISHLY  
BEAUTIFUL  
AND NAMED  
POSITIVUS”**

**NME / EMILY MACKAY**



Despite the annual visitor increase, Positivus Festival has remained an idyllic natural haven with the perfect dose of excitement and relaxation.





From a couple hundred attendees and two stages in 2007, Positivus Festival has since evolved into a full-fledged mid-sized European festival with 35,000 annual visitors and 6 stages.



Over the years Positivus Festival has hosted such world-class acts as Kraftwerk, Bastille, Ellie Goulding, Elbow, The Kooks, The xx, Muse, Sigur Rós, Two Door Cinema Club, Imagine Dragons, Scissor Sisters, Moby, Travis, Fatboy Slim, Hurts, Travis, Manic Street Preachers, Stereophonics, Sinead O'Connor, Peter Doherty, Editors, Hurts, Royksopp, Keane, Damien Rice and many others.





# LATTELECOM STAGE / MAIN STAGE

Positivus Festival's main stage – Lattelecom stage, located on the sunny, tree surrounded seaside territory of Salacgrīva, is the annual host to some of the biggest and most brilliant global acts. It's a place where thousands of visitors gather annually to meet their musical idols and experience unforgettable emotions.







# NORDEA STAGE / OTHER STAGE

The festival's second biggest stage – Nordea stage boasts a distinctively unique layout, enabling visitors to either enjoy performances right near the stage or comfortable lounge on the nearby amphitheatre-style benches. The wonderful natural surroundings and stage designs set a special mood of joyous wonder for every performance.





# RED BULL MUSIC ACADEMY STAGE

The festival's third biggest Red Bull Music Academy stage annually offers visitors an exciting annual electronic music programme featuring the freshest global DJ acts. The Red Bull Music Academy stage is a definite festival oasis for the restless and insatiable, with continuous beats every festival day until dawn.

# PALLADIUM STAGE

Palladium stage features performances by both local and foreign acts and is the biggest indoor stage. Continuing the great tradition, Positivus Festival and Tallinn Music Week also introduce Palladium stage visitors to some of the most exciting and talented Estonian acts.







# I LOVE YOU STAGE

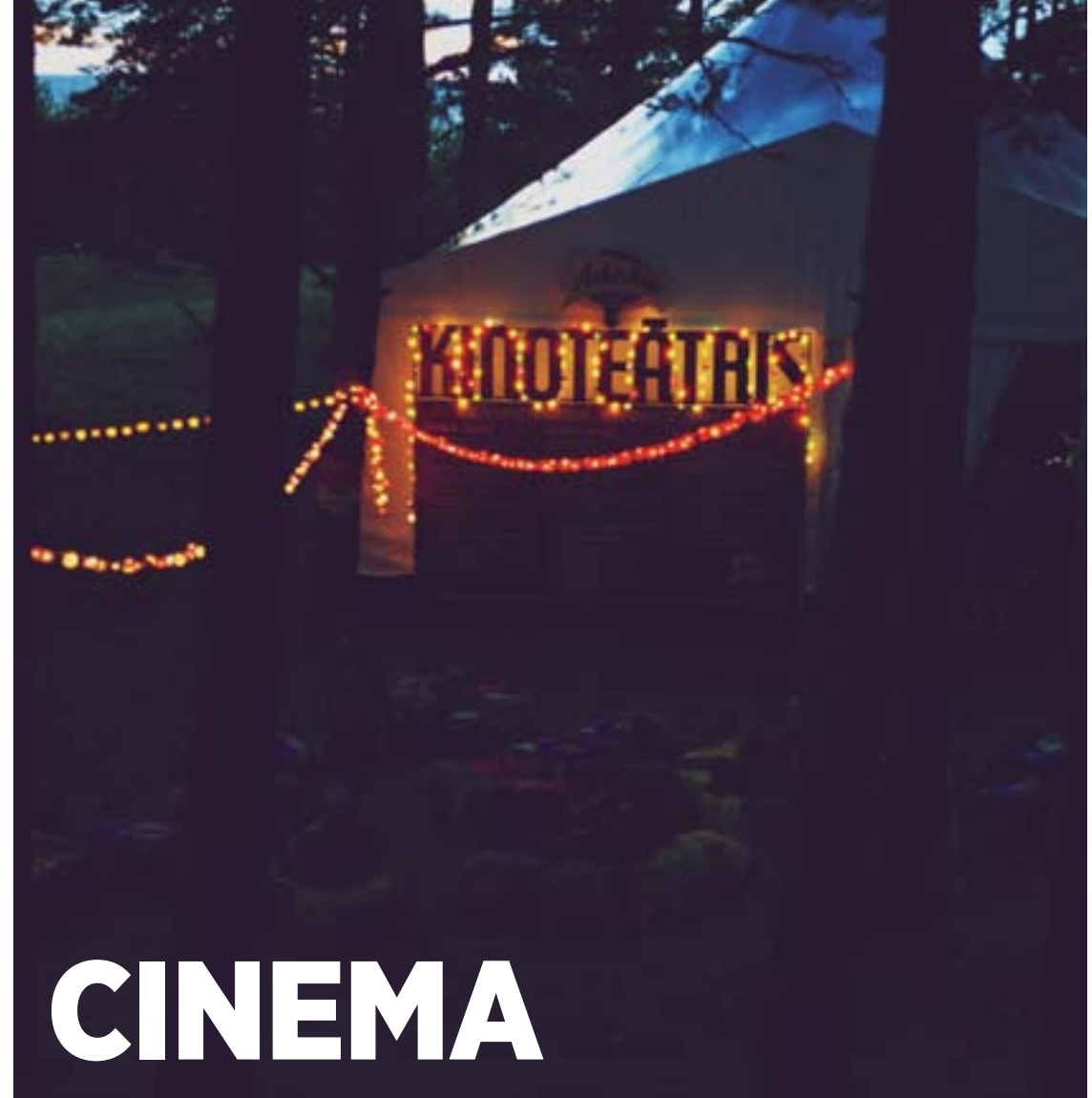


The I Love You stage has always emanated a certain aura, giving visitors the feeling that the bands are playing especially for each one of them, rather than for the hundreds of spectators. The stage is especially adored by those who favour the Baltic music scene and dances until dawn.



The Arts and Nature stage offers visitors a refined culture and entertainment selection – traditional world dances, improvisation theatres, literary readings and local act performances.

# ARTS AND NATURE STAGE



# CINEMA

The annual cinema programme is created in partnership with wonderful local and foreign film festival partners. Between films, visitors can join discussions and conversations attended by film directors, producers, curators and other movie industry professionals.





Positivus Festival also features the Kids Island, enabling both parents and children to enjoy the festival as much as possible. The young festival visitors can play, meet other kids and take part in various exciting activities, including interesting practical classes, mind-stimulating games and creative workshops. Through various activities, the children will learn to explore, see and understand the various correlations of our versatile nature.



# KIDS ISLAND



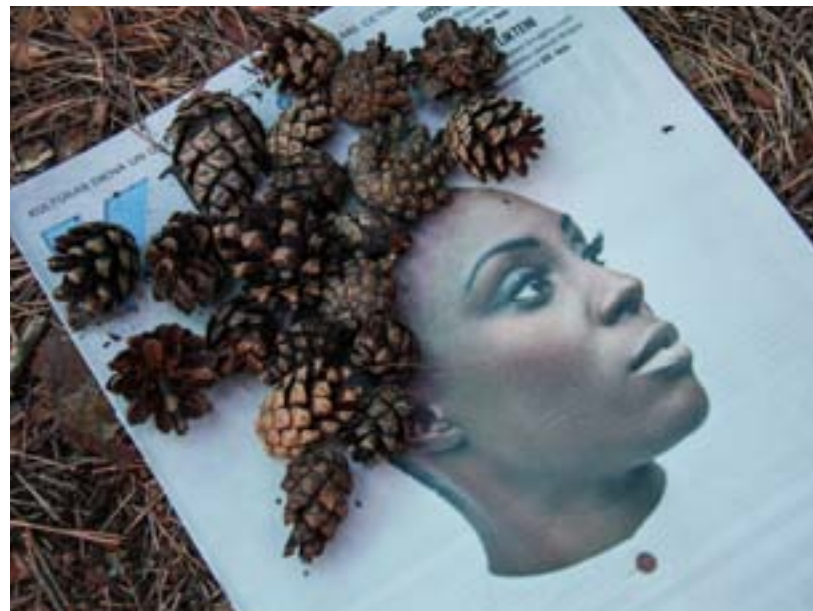


# FOOD COURT

Positivus Festival features three distinctive food courts - the main food court, which offers a vast selection of various local and exotic meals, the Trailer Park, which ensures some serious gastronomic experiences by re-creating the ambience of North America's biggest festivals and Fresh Garden, which is not only ideally suited for raw eaters and slow food aficionados, but also those wishing to appreciate the deliciousness of healthy meals.

# VINTAGE, ARTS & CRAFTS MARKET

The nature-surrounded vintage, arts and crafts market offers original vintage and new Baltic designer crafted clothing, footwear, stylish accessories and other trinkets.



# FESTIVAL CAMPING SITE

Each year the Positivus Festival camping site opens its gates to a festival world of its own, with energetic parties, exciting activities, appetising catering and so much more.

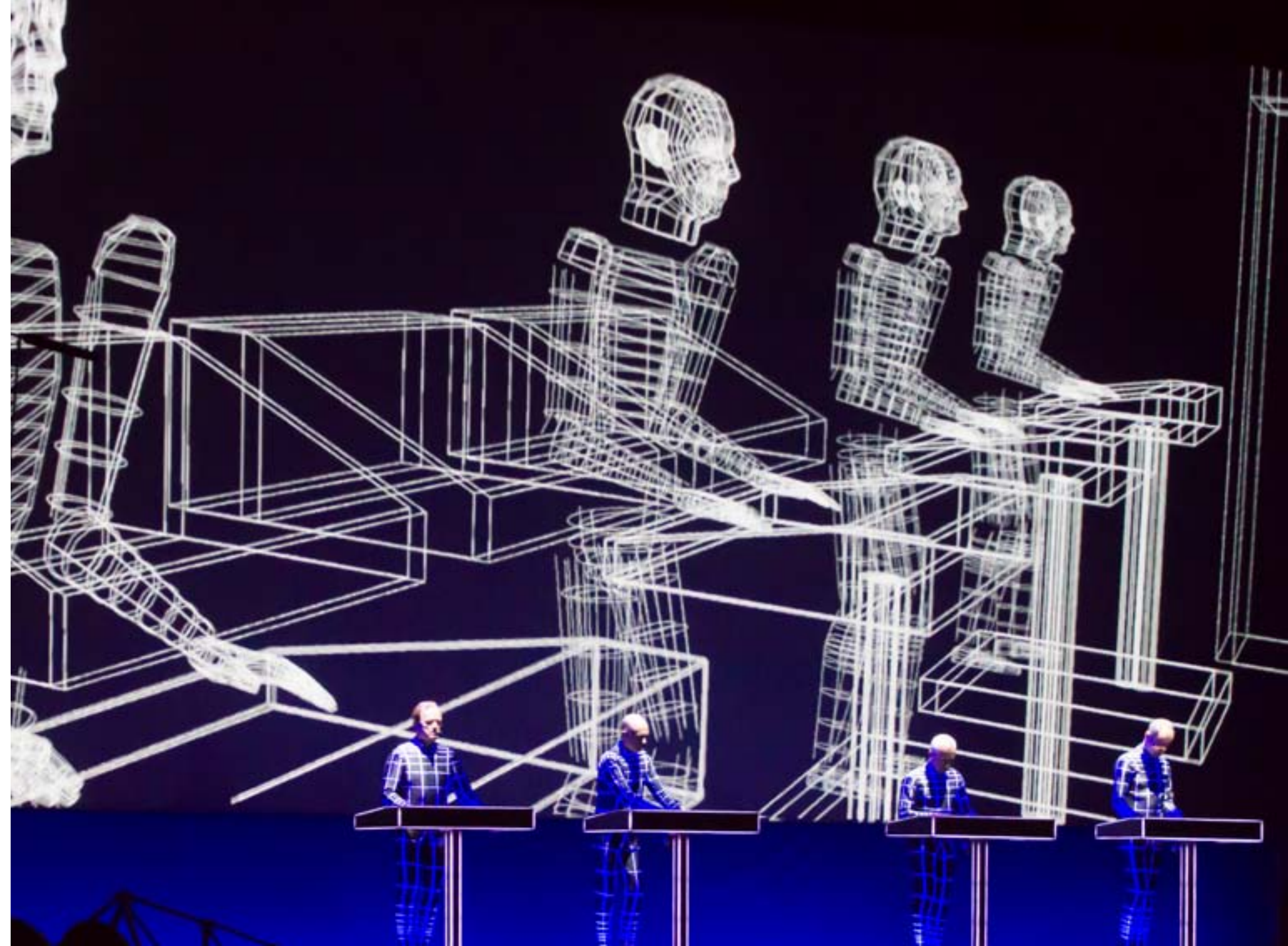
The camping site is within a short walking distance from the main festival site, as well as the beach. Own food and drinks are welcome, as long as none of the items violate the festival rules. Toilets and showers are available on site.






**“DROWNING AS IT FORTUITOUSLY IS IN SUNSHINE, THIS MAY BE AS IDYLIC A LOCATION AS EXISTS ON GOD’S EARTH. GOLDEN LIGHT FILTERS THROUGH THE TALL SLIM PINE TREES AS YOU WANDER BETWEEN STAGES, AND IF YOU HAPPEN TO WALK A FEW METRES ASTRAY YOU FIND YOURSELF ON THE KIND OF PALE OCHRE BEACH ONE IMAGINES MILLIONAIRES BUY FOR THEMSELVES, WAVES LAPPING GENTLY AT YOUR FEET LIKE YOU’RE IN A BOUNTY ADVERT”. ”**

**THE QUIETUS / CHRIS ROBERTS**





A young man with blonde hair, wearing a blue t-shirt and red shorts, is crowd-surfing over a dense crowd of people at a music festival. He is lying on his back with his arms and legs spread wide. The crowd below him is composed of many young people, some with their hands raised in the air, some making rock-on hand gestures, and others holding up smartphones to take photos or videos. The background shows a stage area with large black speakers and a pinkish wall. The overall atmosphere is one of high energy and excitement.

**“POSITIVUS IS VERY MUCH ABOUT  
CREATING A FEELING;  
A LOT OF THE ACTS DISPLAY A RAW  
EMOTION THAT HAS A NOSTALGIC  
RESONANCE WITH ITS CROWD.”**

**NME / EMILY MACKAY**



**“POSITIVUS TRULY IS A FESTIVAL LIKE NO OTHER. SET A BRIEF DRIVE AWAY FROM LATVIA’S CAPITAL CITY OF RIGA, IN SALACGRIVA, THE FESTIVAL IS A BEAUTIFUL COMBINATION OF ALL OF THE ELEMENTS WE’VE COME TO LOVE FROM FREQUENTING BOTH SMALL INDIE FESTIVALS, AND THE MORE RENOWNED FESTIVALS LIKE PRIMAVERA AND GLASTONBURY”**

**SUNSET IN THE REVIEW /  
JONATHON BARTLETT**



**“POSITIVUS FESTIVAL IN LATVIA HAS NOW BECOME SYNONYMOUS WITH SUN DRENCHED FORESTS, LAPPING BAYS AND OF COURSE, GOOD MUSIC... THE WEEKEND CULMINATED IN RAPTUROUS APPLAUSE, GUARANTEEING A FESTIVAL EXPERIENCE THAT WOULD LIVE ON IN MEMORIES FOR MANY SUMMERS TO COME. HERE’S TO NEXT YEAR.”**

**HUNGER TV /  
CHARLIE CUMMINGS**





**"AMAZING STAGES, LONG BEACH  
PROMENADE AND MAGICAL  
WOODS FULL OF COLOURFUL  
LIGHTS MAKE THE FESTIVAL -  
LEAVES YOU WARM, FUZZY AND  
WONDERING!"**

**WHITE BEDROOM RECORDS /  
JANET NØMMIK**



Positivus was also recognised at the 2013 European Festival Awards as the ‘Best European Festival Line Up’ and ‘Best Medium Sized Festival’. The Guardian placed Positivus amongst the best small music festivals in Europe. Filter Magazine named it one of the Top 5 Most Anticipated (International) Summer Festivals. Positivus also Metro pick of the 10 best summer festivals.

In 2012, the British “Metro” included Positivus Festival in its “Best Summer Festival” selection, characterizing the event as “unpretentious, with a strong, eclectic line-up that now attracts some 20,000 revellers”. The tabloid, which is the UK’s fourth highest circulating paper, also highlights the festival’s relaxed and natural atmosphere, along with great performers.

Positivus Festival also took home the “Best European Festival” award from the British „Festival Guide” in 2012, beating the tremendously popular Roskilde, Roch Werchter and Spain’s Benicassim in heavy competition. The student festival guide described the festival as possessing “a certain simple enchantment that is unmatched by any other event”. The guide also points out that the festival is “fantastically affordable” and full of Latvian delights.





