

Way Out West Music Festival - a creative melting pot in central Gothenburg, Sweden, in August

Want to see the hottest newcomers? The biggest stars in the world? And not to mention, club all night all over the city? Then you should head for Gothenburg August 9th-11th. And hey, the festival is all vegetarian.



Way Out West© Beatrice Törmros Way Out West© Beatrice Törmros Gothenburg city© Per Píxel Petersson

Short facts:

- 100 artists – from Patti Smith and Kendrick Lamar to Nils Frahm, Jorja Smith, J Hus, Lykke Li and Fever Ray
- 35-40 films
- Stay Out West Club concept
- Vegetarian
- LGBTQ-certified
- 30 000 visitors each day

For twelve years, the music and film festival Way Out West - that attracts visitors from all over Sweden and large parts of the rest of the world – has filled Gothenburg and beautiful Slottsskogen city park with three days of music, festivities and culture. The programme includes the biggest stars in the world, the hottest newcomers, film premieres, interesting panel discussions, great vegetarian food and a robust club programme called 'Stay Out West' that takes place at night at exciting locations in central Gothenburg.

- We create a festival that we would like to visit ourselves, and one that we don't think exists anywhere else in the world. Our continued investment in providing a diverse but totally vegetarian food offering will win over even the most dubious, says Ola Broquist from festival organizer Luger.

Approximately 100 artists will perform and attract approximately 30,000 visitors a day. Previous years have seen the likes of Frank Ocean, Kanye West, Lana Del Rey, Prince, Robyn and Erykah Badu take to the stage in Slottsskogen. This year's line-up includes artists like Patti Smith (USA), Kendrick Lamar (USA), Iggy Pop (USA), and Arcade Fire (CAN), Jorja Smith (GBR), J Hus (GBR), Nils Frahm (GER), Wizkid (NGR), Lykke Li (SWE), Fever Ray (SWE), Grant (SWE) and many more. A mix of international stars, British urban quality, Swedish headliners and talents and so on.

Line up Way Out West 2018: <http://www.wayoutwest.se/en/line-up/>

Since 2011, the Film Programme at Way Out West has become a defining and valued part of the festival. Each year 35-40 films are selected and screened in cinemas around Gothenburg, as well as in the festival area in Slottsskogen. Over the years, Way Out West has hosted premieres for films such as SEARCHING FOR SUGARMAN, FORCE MAJEURE, PALME, MONICA Z, BOYHOOD. The film selection is a mixture of feature films, documentaries, tv-series and short films, often with a focus on music and social issues.

Tickets are still available on:

<https://www.ticketmaster.se/artist/way-out-west-tickets/884547?language=en-us>

A standard festival ticket to Way Out West costs \$108 including all fees. In addition, a limited number of youth tickets and VIP tickets will also be available.

Sustainability issues lie at the heart of the festival, and by challenging norms and ingrained behaviors, Way Out West has the possibility to create opinion. Earlier examples of this include the choice to become totally vegetarian, to be largely milk-free, the introduction of a new stage devoted to talks, and challenging the alcohol norm by choosing to have a selection of alcohol free bars. During 2017, Luger and Way Out West also became LGBTQ-certified by West Pride. This work is ongoing and will continue to be a focus for 2018.

For images, see the link, valid until 30 September. To view the collection, click the link below or copy the URL to a browser of your choice: <http://mediabank.goteborgco.se/portals/pincollection.aspx?collectionName=%7Bca854dfd-5ca4-4746-926d-501c94b5abfa%7D>

For more information on Way Out West and the Festival's work with sustainability see <http://www.wayoutwest.se/en/>

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