



KPOP.FLEX™

KPOP.FLEX Returns To Frankfurt

- *Europe's largest K-Pop festival to reprise Deutsche Bank Park on Sat 17 & Sun 18 June 2023*
- *Two day 'Festival Package' tickets on sale now via Ticketmaster & kpopflex.com*
- *Individual day tickets and artist announcements coming soon*
- *Assets are [here](#)*

Frankfurt, 14 May 2022: Following huge demand for the inaugural KPOP.FLEX, which saw over 65,000 tickets sold across 84 different countries, Europe's largest ever K-Pop mega festival will be returning to Frankfurt's Deutsche Bank Park Stadium on Saturday 17th June and Sunday 18th June 2023.

With artists still to be unveiled, KPOP.FLEX is ready to yet again bring some of the world's biggest K-Pop idols all together under one roof for an unforgettable weekend. Celebrating all things Korea, the festival will also play host to a Fan Fest in the grounds of Deutsche Bank Park, offering fans the chance to join in activities, try delicious food, and experience the delights of Korean culture.

With South Korea now the 7th largest music market in the world, K-pop's audience continues to rocket and, through the rapid ticket sales of KPOP.FLEX and the rising profiles of its stars in western media, the K-wave shows little sign of slowing down.

On the return of the festival, Deutsche Bank Park MD Patrik Meyer said: *"After the huge demand for our first edition of KPOP.FLEX, we're delighted to be bringing the festival back to Frankfurt in 2023 for another two dates."*

With a stunning lineup of K-pop juggernauts and rapidly rising stars, the 2022 edition has welcomed the likes of Kai, Monsta X, Mamamoo, ENHYPEN and more in an event never seen before in Europe.

Weekend 'Festival Package' tickets will cost:

€360 for early entrance

€295 for front of stage

€230 for main field

€205 for lower stand

€140 for upper stand

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The event is being staged by Kpop Europa, in partnership with the promoter, PK Events, and Korean broadcaster, SBS. Kpop Europa is a joint venture between Live Company Group and EXPLORADO Group.

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For media enquiries and interview requests please contact Name PR:

Lee Wakefield lee@namemusic.net

Amy Albinson amy@namemusic.net

About Live Company Group

Live Company Group (LVCG) plc, founded by David Ciclitira, is a live events and entertainment group. David has been involved in promoting K-Pop concerts and art shows throughout Asia for the past 10 years.

LVCG owns the BRICKLIVE™ brand, a global content provider for brick-based events. BRICKLIVE focuses on creating environments that encourage interactive play, foster creativity, collaboration and physical experiences in an inclusive and safe environment. BRICKLIVE is one of two primary divisions of LVCG.

LVCG formed a new division LCSE in December 2020 to conceptualise, acquire rights, commercialise and deliver sport, lifestyle and entertainment events.

About PK Events

PK Events is an event organiser whose major focus is on the implementation of open air (Sylt Open Air, Sauerland Open Air) and stadium concepts (e.g. Grönemeyer, PUR and Fanta 4 in Frankfurt or "Winter am Rhein" in Düsseldorf). PK Events operates throughout the whole of Germany, and its integral realisation of events covers everything from planning to final invoicing.

CEO Peter Kötting has more than 30 years active experience in the entertainment and sports sectors in Germany.

About EXPLORADO GROUP

One of Europe's biggest all-rounder in the field of out-of-home-entertainment. A key player within its field, EXPLORADO GROUP offers an unrivalled 360-degree range of services, from concept creation, strategic implementation, development and operations of indoor and outdoor out-of-home entertainment attractions in Europe. Based out of Cologne, EXPLORADO GROUP has been responsible for the German appearances of blockbuster exhibitions like HARRY POTTER - THE EXHIBITION and GAME OF THRONES - THE TOURING EXHIBITION. EXPLORADO GROUP's own kids science camps and exhibition houses are not only a renowned addition to the range of German children's museums, but also have a unique selling point when it comes to entertainment for the whole family across Europe.

In the minds of its international partners the EXPLORADO GROUP, which was founded by Andreas Wasch, 30 years ago, is perceived as a leader in the planning and implementation of all concept ideas as well as the touring of major sell-out exhibitions and branded attractions. Andreas Wasch started his company as an independent promoter and organiser of stadium concerts for internationally-known artists in all areas of great music, including not only artists like the Rolling Stones, Tina Turner, Jon Bon Jovi, but also Luciano Pavarotti, Plácido Domingo, Andrea Bocelli and Montserrat Caballé.

About SBS

SBS is the only privately owned Korean terrestrial broadcaster with a nationwide network. Founded in November 1990, SBS began broadcasting its full-fledged TV network and radio programming in 1991.

Today, its audience includes the entire Korean population, as well as overseas Koreans and viewers from all over the world. SBS operates one television channel, two radio channels and one terrestrial DMB channel.

SBS is also the core business of SBS Media Group. In March 2008, SBS Media Holdings was founded by separating strategy and investment functions from SBS. Under the new broadcast group system, SBS focuses on programme production and news reporting.

SBS Media Group's businesses range from terrestrial broadcasting, cable and satellite programming, TV content production, online and new media content distribution, and entertainment, including film, music and games.