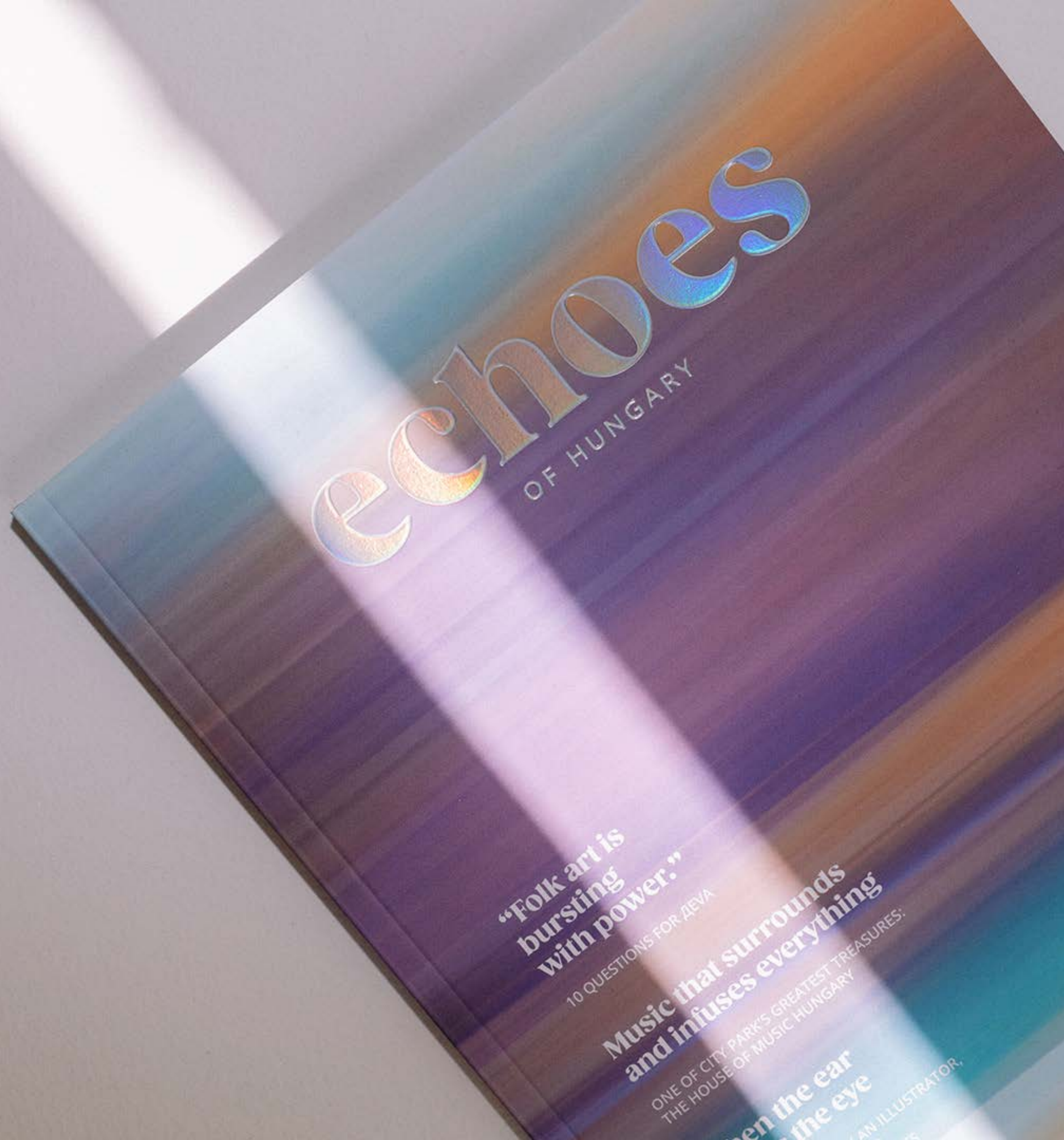
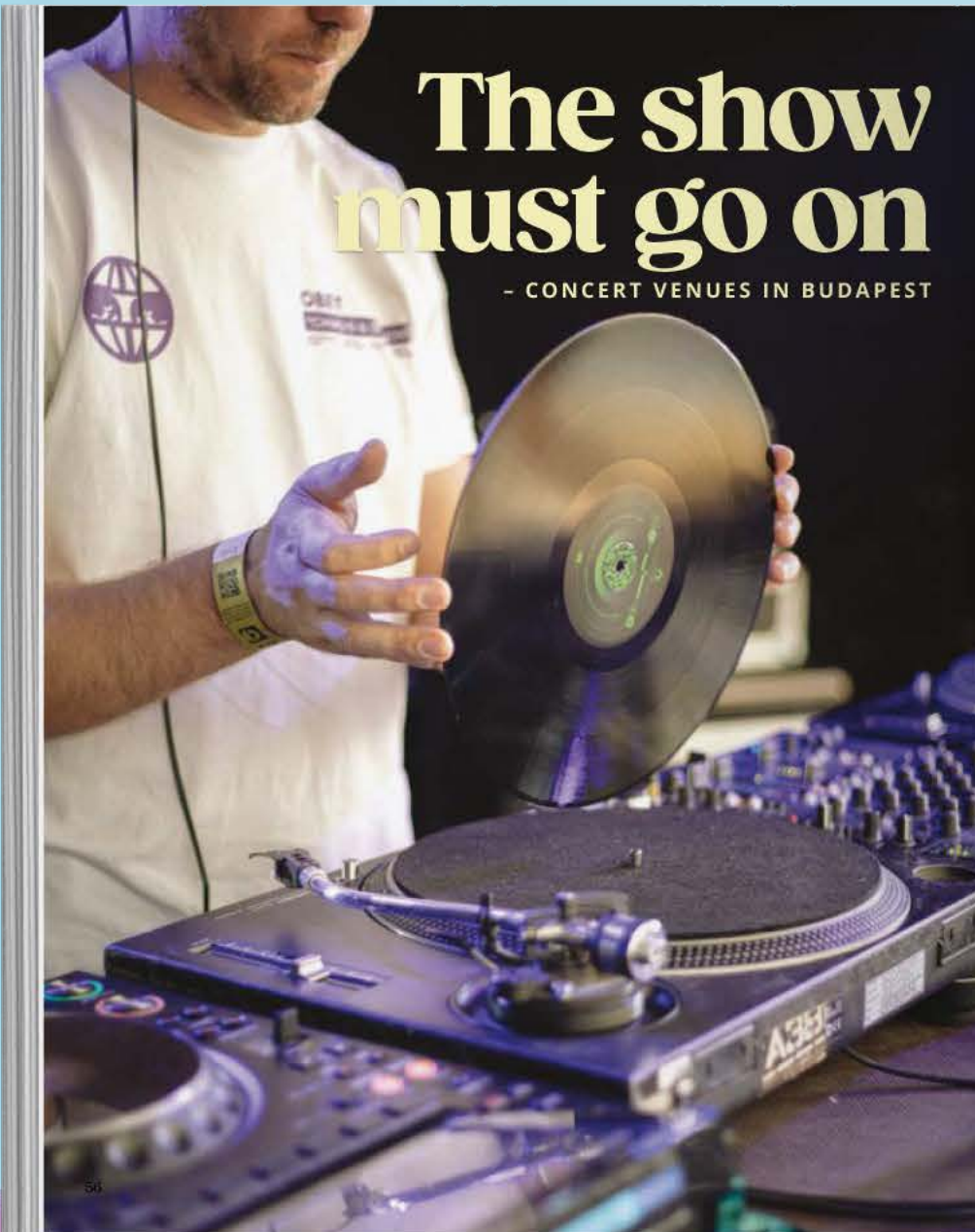


echoes

OF HUNGARY

Hype&Hyper





The show must go on

— CONCERT VENUES IN BUDAPEST

SUPPOSE YOU ONLY HAVE ONE NIGHT IN THE CITY AND YOU'D LIKE TO SPEND IT AS IF YOU WERE LIVING HERE THE WHOLE YEAR ROUND. AUTHENTICALLY, IN SYNC WITH THE LOCAL WORLD, PICKING A LOCATION THAT GIVES YOU A CHANCE TO BLEND IN, EVEN AS A TOURIST. PUT ON YOUR DISGUISE AND MIX WITH THE LOCALS IN BUDAPEST, FOR EXAMPLE HERE.



BY RENEE GALLI
PHOTOS BY GABRIEL GALLI

A38

BUDAPEST, PETŐFI-HÍD, 1117
It's only natural to have a lot of ships in a city that's built on the banks of a river. But what does it say about a venue if everyone knows what you mean if you say, "we're going to the 'Ship' tonight?" The A38 Ship is one of the most iconic concert and party venues in Budapest, named after the family who designed it, Artemovsk and its width (38 feet wide). It has been anchored on the Buda side of the easily accessible Petőfi Bridge since 2003. The crew awaits visitors with music at 3 locations: in the belly of the ship you can enjoy one of the best sound systems of the city on a traditional main stage; on the bow terrace you can enjoy a sunset above the river while sipping cocktails to the music of the coolest DJ sets; while on the roof terrace, you can vibe like you're at an open-air rooftop party. A38 invites the most popular musical talents of the lively Hungarian music culture on board to celebrate electronic music, hip-hop, indie and quality pop together. Recently, the ship has started to take on cultural production agency tasks, with radio and TV shows produced in the panorama studio. They also put a big emphasis on finding upcoming talents as the A38 Academy offers an opportunity to learn professionals of the live music segment and then participate in practical training at this tried-and-tested venue.

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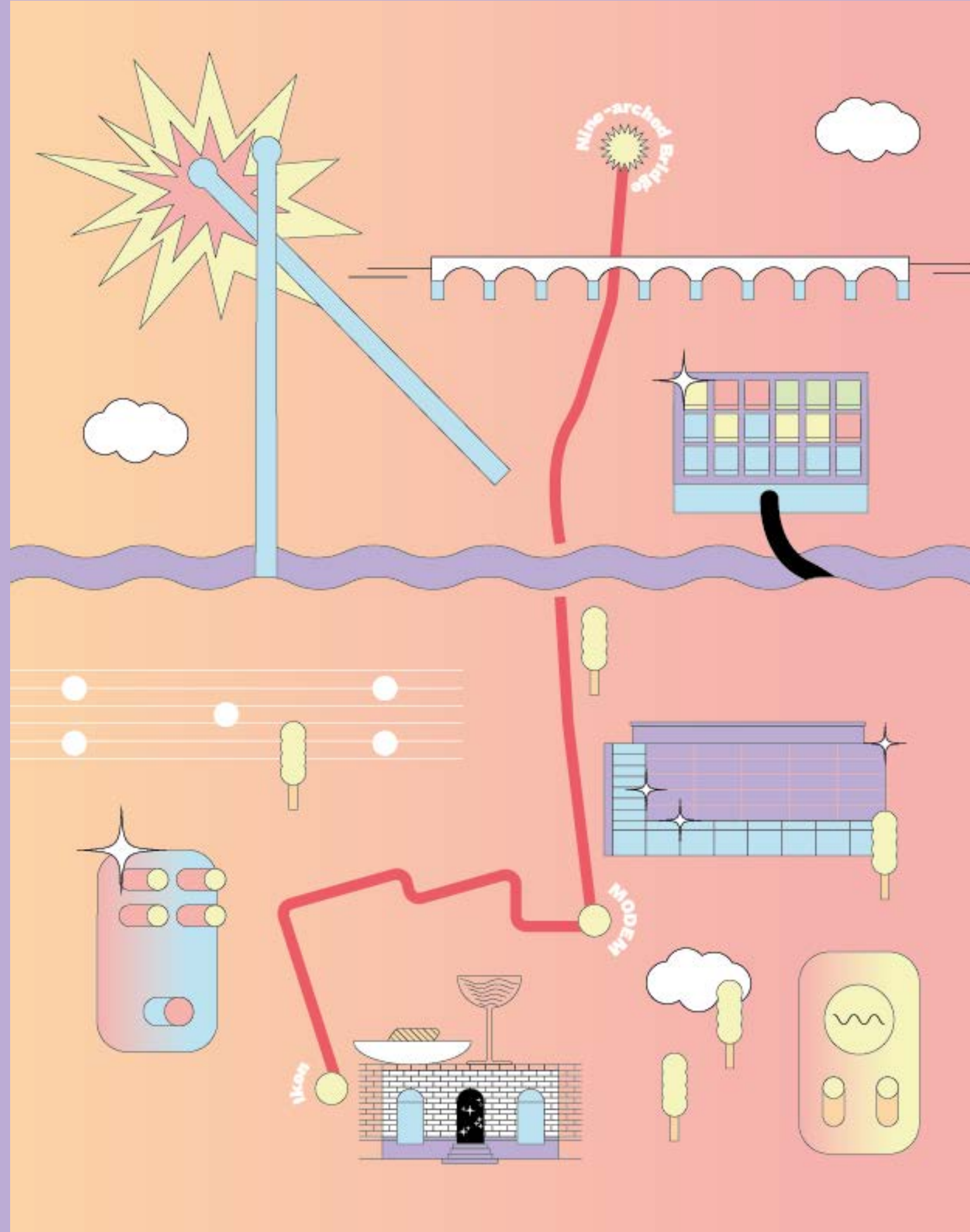
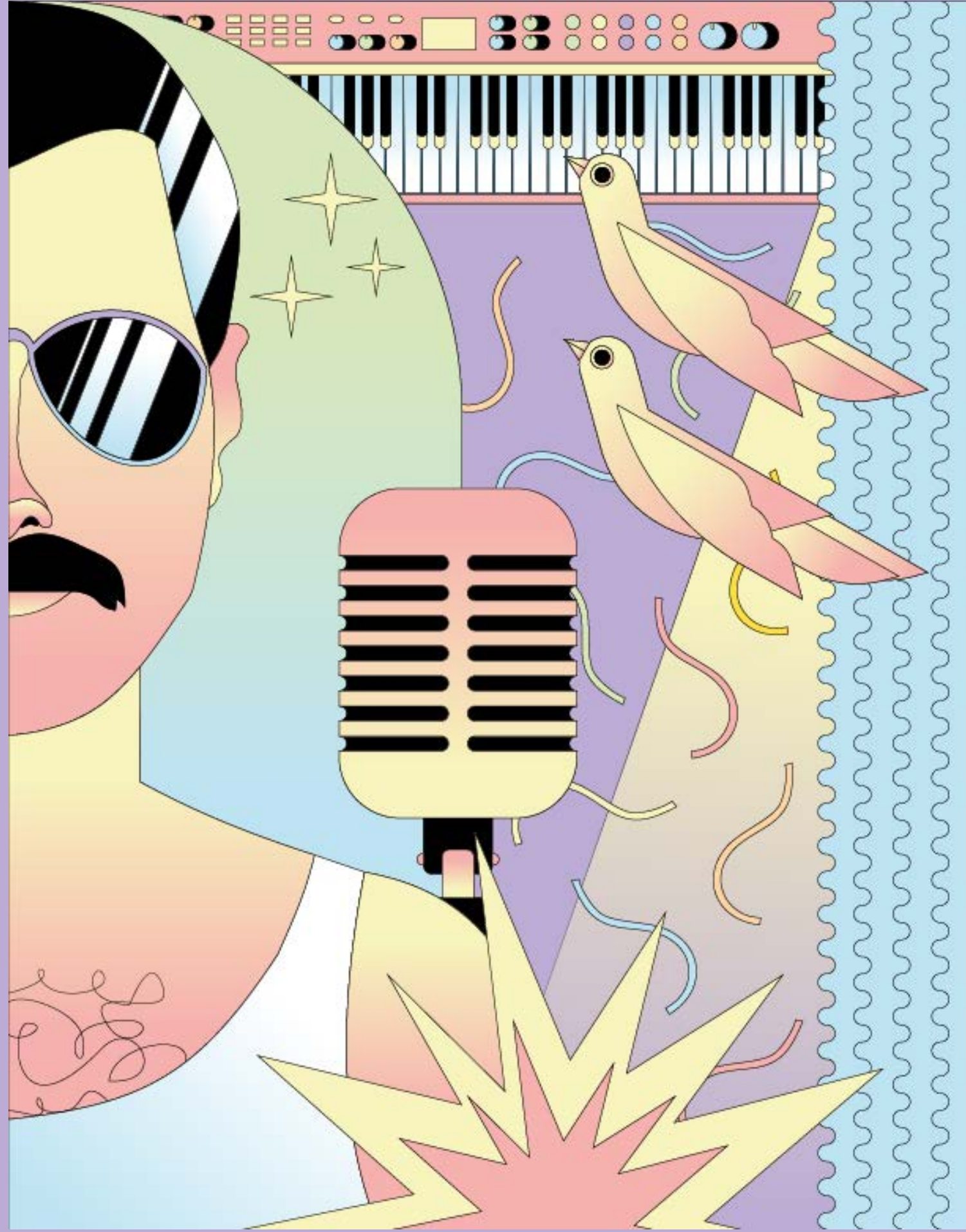
Neon-lit Budapest:
After dark you are the best
The army of shimmering light
Like the stars they are so bright
It's a gleaming paradise.

The archways along the streets
The Grand Boulevard is so sleek
And in the night's half-light
This fairy tale light
Is real, and never dies.

LEHEL NÉMETH - NEON-LIT BUDAPEST

130

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AND HAS BEEN AROUND SINCE 2013, AND HAS MADE TWO ALBUMS BUT IN 2017, WITH THE SEQUEL ARRIVING LAST YEAR. THE BUCHAREST-BASED GOLAN IS CATCHY, SILKY SMOOTH, AND LIGHT-HEARTED, ALL AT ONCE. IT IS DEFINITELY WORTH A TRY.

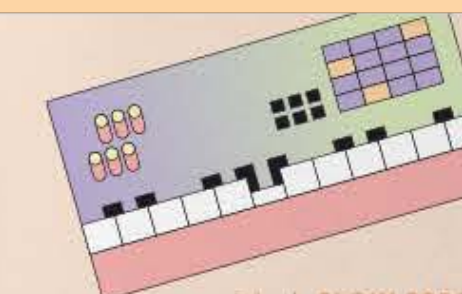
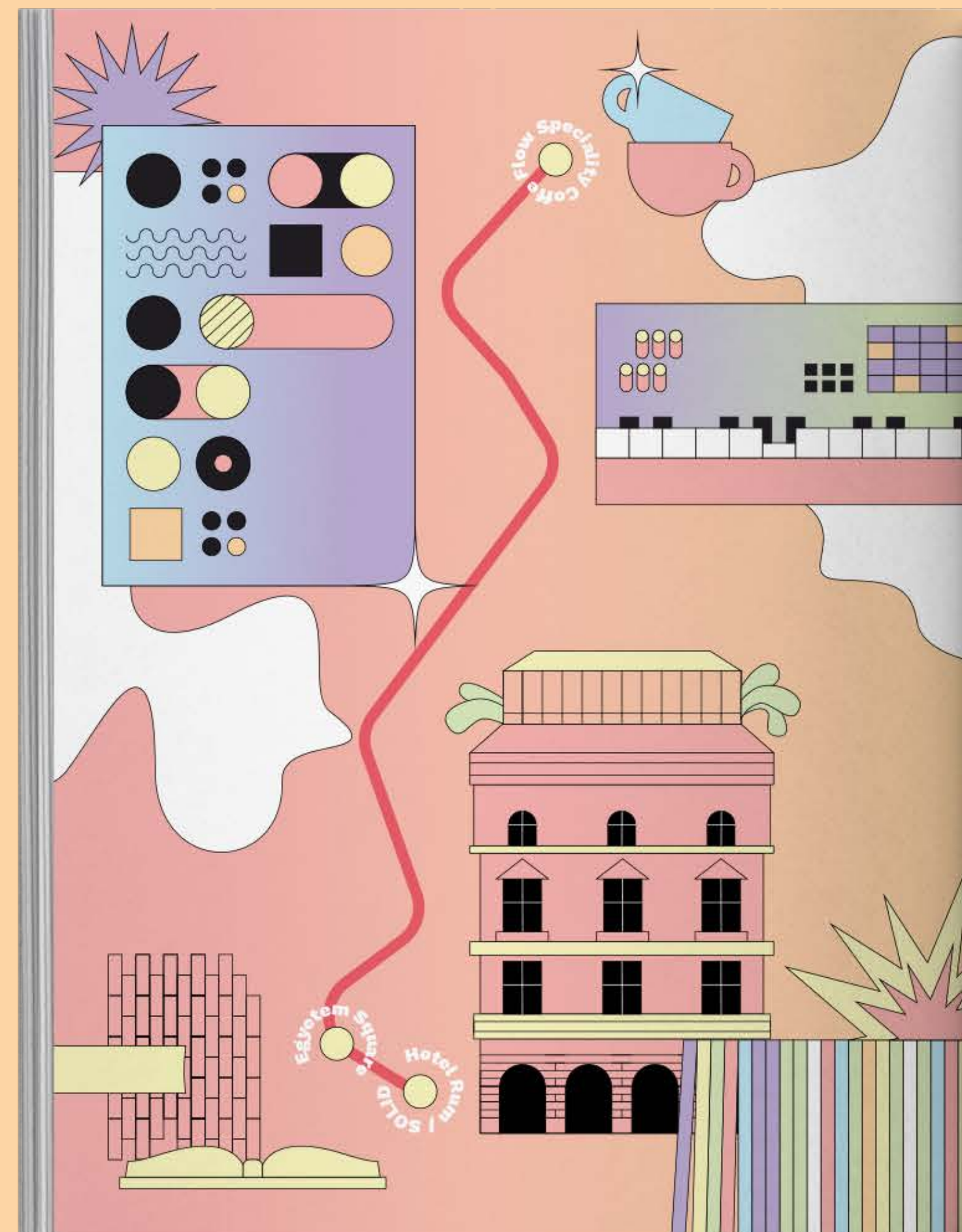
Golan: An: Sonic triad



BY GÁBOR WÁGNER
PHOTOS BY MÁRTON BODNÁR

Although Golan is a band, you don't just give concerts: you also perform as DJs. We all know what you play in your concerts, but what does your musical landscape look like when you're DJing? How far is it from Golan's own universe?

Golan's DJ-version is in fact a hybrid variant of the band, where we mix everything we have into it: we play dance music using an electric bass, synthesizers and singing. The set features remixes of our own songs, a couple of songs in their original version, and even some other performers' tracks as well, provided they fit in the specific mix.



BRUNO BAVOTAS' DAY IN THE CITY CENTRE

FLOW SPECIALTY COFFEE BAR & BISTRO
BUDAPEST, ANDRÁSSY ÚT 66, 1062
If you want a real fruity coffee, then make sure to visit this specialty café. Nearby lies the transport hub, which looks like an octagon, called Oktogon.

EGYETEM SQUARE
EGYETEM TÉR, BUDAPEST, 1053
The main sights of Egyetem Square are the building of the Faculty of Law of Eötvös Loránd University and the Church of St. Mary the Virgin. If you want to experience the university life, it may be worth a visit.

HOTEL RUM BUDAPEST
BUDAPEST, KIRÁLYI PÁL UTCA 4, 1053
Hotel Rum Budapest is an establishment where travellers find what they like – all rooms have a mix of authentic Hungarian and contemporary design. One of Budapest's oldest gardens, the Károlyi Garden, is a few minutes away on foot.

SOLID BUDAPEST
BUDAPEST, KIRÁLYI PÁL UTCA 4 (7. EMELET), 1053
The SOLID Sky bar is located on the very top of the building in BUDAPEST, offering a unique panorama of Budapest while sipping a special cocktail.

“Folk art is bursting with power.”

10 QUESTIONS FOR DEVA

DORINA TAKÁCS, A. K. A. DEVA, EMBARKED ON HER SOLO ELECTRO FOLK PROJECT IN 2019, INFUSING HER MUSIC WITH THE ENERGIES OF NATURE AND FLORAL MOTIFS. AS A CHILD, DORINA WAS SURROUNDED BY MUSIC: SHE SANG IN A CHOIR, STUDIED PIANO AND SOLFÈGE, AND EVEN FORMED A BAND CALLED ROOM11 DURING HER SECONDARY SCHOOL YEARS. WITH A FEW YEARS OF HARD WORK AND SOME PROJECTS UNDER HER BELT, SHE MADE HER WAY TO THE NEWLY FOUNDED LABEL OF BALÁZS ZSÁGER, A MUSICIAN WITH TWENTY YEARS OF EXPERIENCE AS A BAND MEMBER. IT WAS UNDER HIS LABEL THAT SHE RELEASED HER FIRST TRACK, TITLED “777”, WHICH IMMEDIATELY CAUGHT THE ATTENTION OF THE ENTIRE HUNGARIAN MUSIC SCENE.

BY KORNEI KILIAN
CONCEPT AND VISUALISATION: NICOLETTE KOVACS
PHOTOS BY BALÁZS MOHAI



Leírás:

Tizenkét nemzetközi, főként a kelet-közép-európai régióból érkező zenészt hívtunk az országba a Visit Hungary és a Magyar Turisztikai Ügynökség együttműködésében, hogy egyéni érdeklődési körüknek megfelelően néhány nap leforgása alatt járjuk be együtt hazánk különleges helyszíneit. Az itt szerzett élményekből egy angol nyelvű magazin készült Echoes of Hungary néven, melyet 2022 szeptembertől Magyarország különböző zenéhez kapcsolódó helyszínein, valamint a világ különböző tájain találkozhat majd a közönség.

A kiadvány arculati koncepciójának kialakítása igazodik a zenészek és az általuk képviselt irányzatok változatosságához. Az eltérő hangzások, a művészek sokszínűsége és Magyarország városainak minden igényt kielégítő zenei játszótere jól beilleszthető abba a grafikai világba amit megálmodtunk a magazin oldalaira. Az illusztrációk, valamint a fotózások látványvilága koherensen kapcsolja össze a kampányban szereplő előadókat bemutató interjúkat a magazint színesítő további zenei témájú cikkekkel. Legyen szó közép-kelet-európa legszebb koncerttermeiről, Budapest legjobb koncerthelyszíneiről, hanglezetboltjairól vagy éppen zenetörténelmünkről ami Liszt egyetemes érvényű darabjától elrepít minket egészen a 2000-es évek eklektikus zenei világáig.

Technikai specifikáció:

méret: 210x270 mm, ragasztókötvé

belív: 115 g / matt műnyomó

borító: 200 g / Prégelés hologram fóliával, matt fóliázva, 3D UV lakk a prégelt részeken



Fonts:

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Black**

Headline

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Subhead

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Colors:

