



CHAPTER 10: THE MACHINE CANNOT BE STOPPED MATTERLEY ESTATE - WINCHESTER

Returning for the eighth year to the Matterley Estate in Hampshire, Boomtown once again shone brightly in the South Downs National Park with its signature eccentricities, ambitious adventure, breathtaking attention to detail and the most mesmerizing scale of production that the festival had ever achieved.

Along with the spectacular theatrical show and scenic setting, the 10th chapter celebrations saw the organisers invest hugely into ensuring the experience for those in attendance was as smooth as possible from start to finish, as well as providing a staggering amount of services and support for all attendees under the overarching **Respect Campaign**.

The **Respect Campaign** focussed on harm reduction split into three elements; **Respect Yourself, Respect Each Other, Respect Your City**. Throughout the festival initiatives were implemented that covered these vast ranging headings such as, the return of drugs safety testing from The Loop, which saw an increase in people using their service from last year; a large investment into sustainability and recycling processes as well as raising awareness and unacceptable behaviours and zero tolerance to harassment of any kind, as well as celebration of cultures and communities. More can be found on the Respect Campaign [here](#).

Moving back to the entertainment side of things, Chapter 10 also brought with it the biggest acts the festival had ever welcomed including the UK festival exclusive performance from **Gorillaz**, and the captivating showstopper from South African trio - **Die Antwoord**.

There were also some familiar faces on the bill including the welcome return of reggae legend **Jimmy Cliff**, Mali world music super stars **Amadou and Mariam**, as well as Boomtown favorites, **Mungo's Hi-Fi, The Skints, Sonic Boom Six** and numerous other live bands and DJs who have grown with this multifaceted event over the past decade.

In addition to the 500+ acts performing across the 80 street venues, 27 main stages, interwoven between the 14 different districts, the festival also brought to life the film set-esque streets with the continuation of the immersive storyline and interactive maze games, with 100s of actors enticing even the shyest out of their shell by simply asking 'do i know you friend' to invite people to 'be part of the story...' Boomtown truly is a world unlike any other and, once embraced, is hard to detach from!

The dramatic and climatic close to five days of immersive game play, musical discovery and flamboyant revelry saw the festival organisers put a message of consequences and sustainability out in their annual closing of the chapter spectacular:

“The future of Boomtown is unwritten, we must consider environment, sustainability and consequences in order to survive...”

The statement from this years' protagonist the Artificial Machine Intelligence (or AMI) was followed by some revealing statistics highlighting that over 20,000 tents were left behind in 2017. This stark and honest statement left attendees with food for thought as well as little doubt over the intention for the festival in future years:

We really want everyone in attendance to fully understand the impact we collectively and individually have on this planet and to try to raise awareness and consciousness of this within the wider festival environment, this will form the foundations of what we want the Radical City chapter to explore... - Boomtown organisers

The machine may not have been stopped, but will it have to adapt to survive... Boomtown CH11: A Radical City - 7th - 11th August 2019.

-ENDS-

For more information please contact press@boomtownfair.co.uk

IMAGES: [Here](#) is a small selection of images from the festival - please let us know if you need anything specific.

Chapter 11: A Radical City. 7th - 11th August- Facebook [Event page](#)

Keep up to date with all the Boomtown news via [Facebook](#) / [Twitter](#) / [Instagram](#) / [YouTube](#)

WHAT THE PRESS SAID 2018:

“there’s everything under the sun, pretty much from rock to reggae. Expect epic feats of architecture.” **The Sunday Times**

“a family-friendly festival more imaginative than most, Winchester’s wonderland is so elaborate it comes with its own immersive, theatrical districts.” **iNews**

“Enter a world of unity, creativity and freedom. No it’s not just another message on the side of a bus about Brexit. It’s what’s in store at this immersive world made up of fictional districts ” **The Metro**

“With a capacity of 60,000 people, expect a giddy, hedonistic party full of cyberpunk attitude and colour.” **The Telegraph**

“Its attitude to inclusively has helped it become one of the fastest growing events in the summer calendar.” **The Evening Standard**

“A must for for the adventurous music lover. With an absolutely immense line up that barely fits on 25 main stages, it is not an exaggeration to say there is something for everyone.” **Songlines**

“Boomtown Fair is an indescribable event, an inexpressible place, and simply an unfathomable experience.” **The West Review**

“Hopefully [the festival’s] commitment to sustainability and safety can encourage people to replicate this behaviour in their everyday lives. Respect.” **SickChirpse**

“‘Chapter 10: The Machine Cannot be Stopped’ came to a climatic close, after five days of immersive game play, musical discovery and flamboyant revelry.” **The Plymouth Herald**

“The most admirable thing about Boomtown is their unapologetic style of putting on an event their way; no half measures, and the most delicate of details for their audience’s experience.” **HitTheFloor Magazine**

“Boomtown is a festival for the people, by the people; powered by a team of creative minds, musicians and performers all looking to push things forward...” **London In Stereo**

“The tenth chapter of this immersive festival pulled out all the stops and then some, producing a weekend of excellent live music along with a large helping of pure madness.” **The Punk Archive**

“Stepping into Boomtown is like walking through a micro metropolis; a city with a myriad of thoughts, agendas and identities.” **Rhythm Passport**

“Nothing beats it in terms of creativity and epic scale. Nothing is as it seems and behind every door is a new adventure.” **Festival Kidz**