

Boomtown Press Release

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Boomtown launches trailer for new Chapter: The Twin Trail



Boomtown launches official trailer for new Chapter: The Twin Trail

The immersive storyline aims to shift mindsets and make real world changes

Boomtown, the 66,000 capacity festival set in the Hampshire hills, has launched its official trailer for the latest offering in their immersive storyline, Chapter Two: The Twin Trail. The festival takes place for five days from August 9th 2023, and is famed for its film-like sets, winding streets and high production stages and shows.

The Twin Trail follows on from last years' Chapter One: The gathering, where the festival defined a new era after two years of cancellations. In the characteristically cinematic trailer, attendees are invited to follow the journey of The Twin Trail, which delves deeper into how a person interacts with themselves, and how they give back to the world.

Megan Clifton, Head of Narrative Design at Boomtown, said:

"Boomtown is known for satirically mimicking the society we live in, and too often our dystopian visions have come closer to reality than we ever imagined possible. With The Twin Trail, we wish to go deeper and turn our focus inwards.

"The Twin Trail represents the two paths we all have to walk in our lives; the inner and the outer path. Without addressing our inner world, learning and accepting every part of ourselves - even the darker parts - how can we address the darker parts of society?"

"We know that we have an opportunity to use the fun, interactive and immersive experiences we offer to enable actual shifting of mindsets, real-world change, and for people to take something that they learnt at Boomtown home with them."

After the success of withholding the musical line-up until shortly before the show in 2022, Boomtown will be keeping this under wraps once again, but its 'citizens' can expect to see some of the biggest names in hip-hop, plus worldwide artists spanning the electronic spectrum. They have already been leaving clues as to what to expect in a recent [video update](#).

Max Golfar, Music Programmer at Boomtown, said:

"We'll be bringing the freshest acts in post-punk, to the dons of the reggae world, through to disco divas and afrobeat royalty. As well as all of this, next year marks 50 years of hip-hop. It's going to be insane."

Boomtown is at the Matterley Estate in Hampshire, 9th-13th August 2022. Instalment plan tickets are available from £45.

[Tickets are available here.](#)

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Notes to editors:

- A link to the full trailer can be found [here](#)
- A link to a music teaser can be found [here](#)
- A gallery of images is [here](#)
- If you would like an interview with anyone from Boomtown, please email Kirsty at press@boomtownfair.co.uk