



INTERNATIONAL PROACTIVE ART FESTIVAL

16TH JULY - 16TH AUGUST 2016
IBIZA - SPAIN

SYNOPSIS

BLOOP is an independent festival produced by a small company called Biokip Labs. In 2016 BLOOP goes on to its 6th edition.

The 2015 edition welcomed more than 95,000 visitors and not a penny was charged as admission fee since BLOOP is a completely free festival.

It is held in summer during the peak season for international tourism.

It is a month long celebration that offers cross genre events and activities: expositions, interactive installations, street art, architecture, photography, parties and more.

Including BLOOP KIDS children's workshops specifically developed for the little ones, and since the 2015 edition, a micro LGBT festival and a drive- in projecting self-produced experimental films.

BLOOP has achieved an important re-qualification operation in areas on the island, that not only is raising the level and quantity of cultural activities but also attracting attention of people from all over the world who are passionate about art.

Opening doors to tourists to take part in proactive events, strictly free for everybody.

WHAT IS BLOOP



- An avant-garde project by Biokip Labs
- A multidisciplinary proactive arts festival
- Festival ethos “Art is for everybody”
- Free admission to all events
- All artworks communicate a clear message for everybody
- Every edition showcases a theme which artists base their work on, inducing the public to reflect on
- Artists invite people “to think” proactively on imminent social issues through art such as street art, installations, video mappings, interactive installations, photography, music, happenings, workshops and more



Flyers from past editions 2011- 2015

GENERAL INFO

- Every year at Ibiza from mid-July to mid- August (pilot edition in summer 2011)
- Wide range of audience: from 0 to 91 years, from cheap to luxury tourism
- Venues scattered across the island in strategic points
- Growing number of organisations forming partnerships (local, international, institutional, and private)

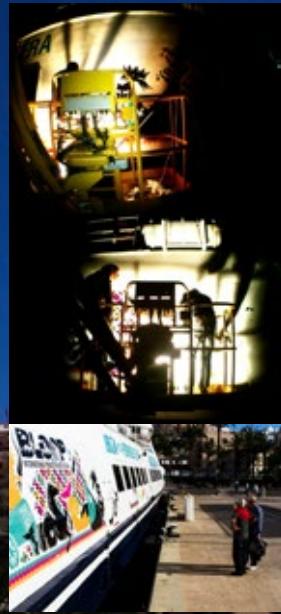
PROGRESS

In 2010 when we had meetings to request official authorizations with local politicians, we would wait for hours outside their offices. If we were lucky they would see us but even so they would laugh at our faces. Our friends on the island said that it is impossible to hold a proper, professional, coherent, constant and free arts festival in Ibiza. But now BLOOP has become an essential activity on the white isle.

Year by year, despite everything the festival is consistent still today. It is consolidating as a referring point in the international world of arts.

To some people it may seem odd but to those who saw with their own eyes how much we have grown, they know that our reliability and credibility is something we have gained over the years.

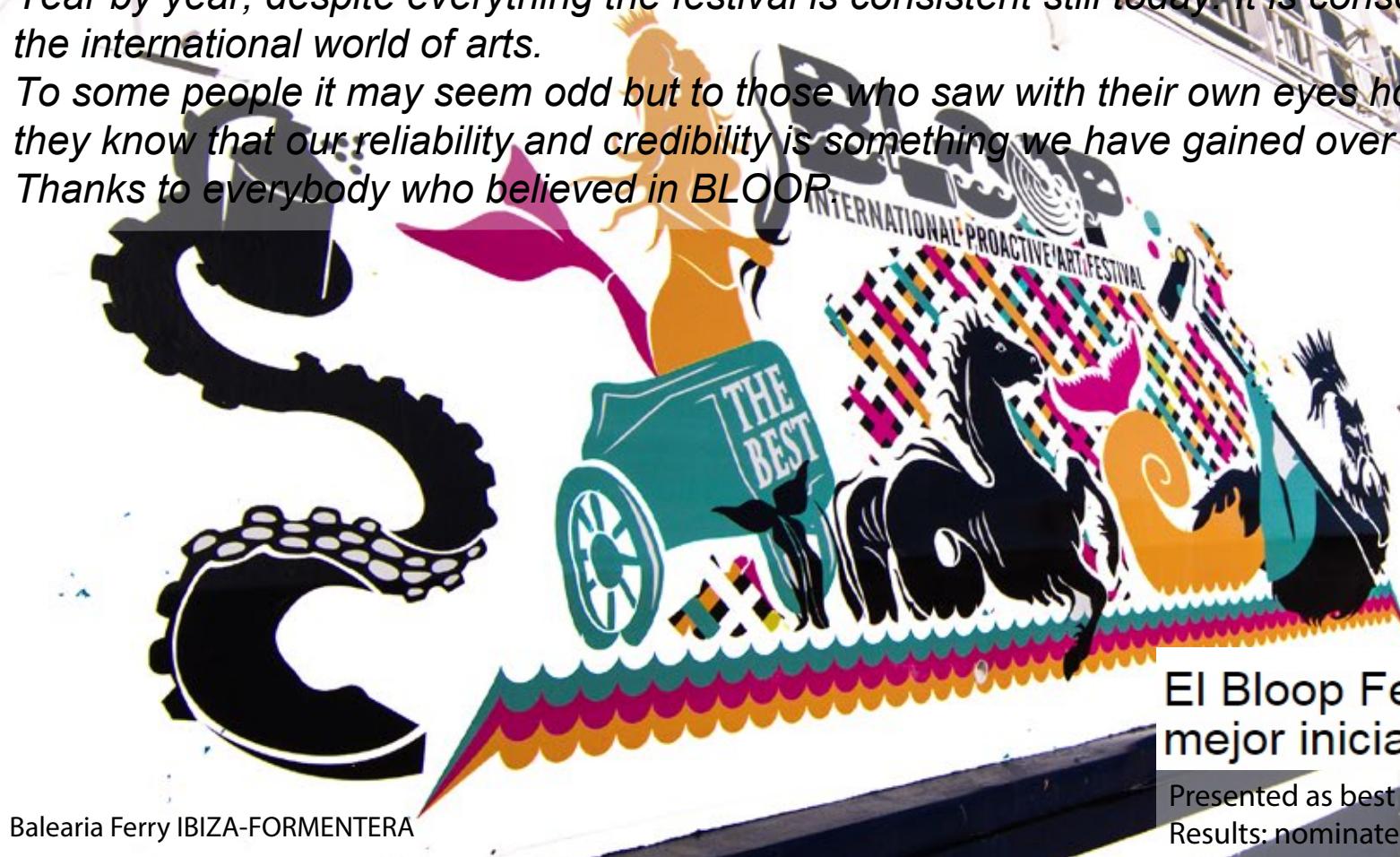
Thanks to everybody who believed in BLOOR.



DIARIO de IBIZA

El Bloop Festival de Sant Antoni, nominado a la mejor iniciativa cultural en Fitur

Presented as best active tourism product in International Fair of Tourism (FITUR) .
Results: nominated for best cultural initiative



BLOOP: ONE OF A KIND

-- World's first proactive art festival

- Artworks are complete when the audience “thinks” about the festival's theme, involving them in the creative process= proactivity

- Aimed to everybody even people who are indifferent to art (i.e. tourists who come to Ibiza for nightlife)

- An innovative tourism marketing model that improves the image of a place through culture

BLOOP IN NUMBERS

An average of **90.000 spectators** from all over the world per edition

More than 100 artists

Acampante, ArA, Bonsai Ninja, Coco Nuez, Lo Spino, Digital Genetic Pasta, diVISION, Eme, Emilio Cejalvo Espacio Caracol, Interesni Kazki, Liz Kuenke, Monica Lou, Pedro J. Hormigo, Robo, Sztuka Fabryka, Tom Gallant, B-toy, Martha Cooper, Montse Nadal Marc Colomines, Olek, Skount, Sabotaje al Montaje Cuellimangui, Lee Simmons, Pineapple Corcodile Okuda, Dario Rossi, Isaac Cordal and many many more

From 14 nations

Argentina, Italy, Spain, Ukraine, USA, England, Uruguay, Belgium, Japan, Germany, Chile, Poland, Netherlands, Greece,

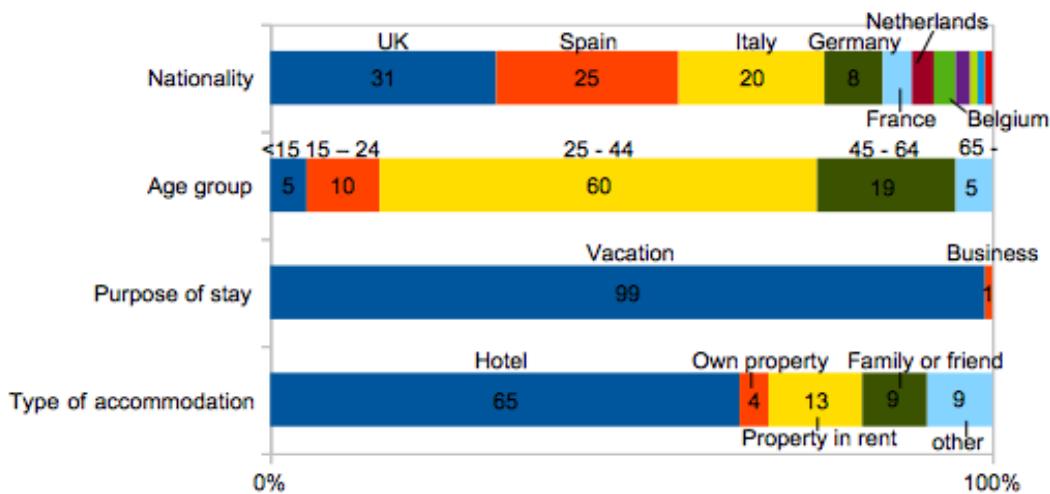
234 artworks and activities

Illustrations, installations, video mapping/installations, interactive installations, graffiti murals, photography, sculptures, paintings, music/sound effects, cinema, expositions, concerts/parties, workshops, and contests.

15 venues

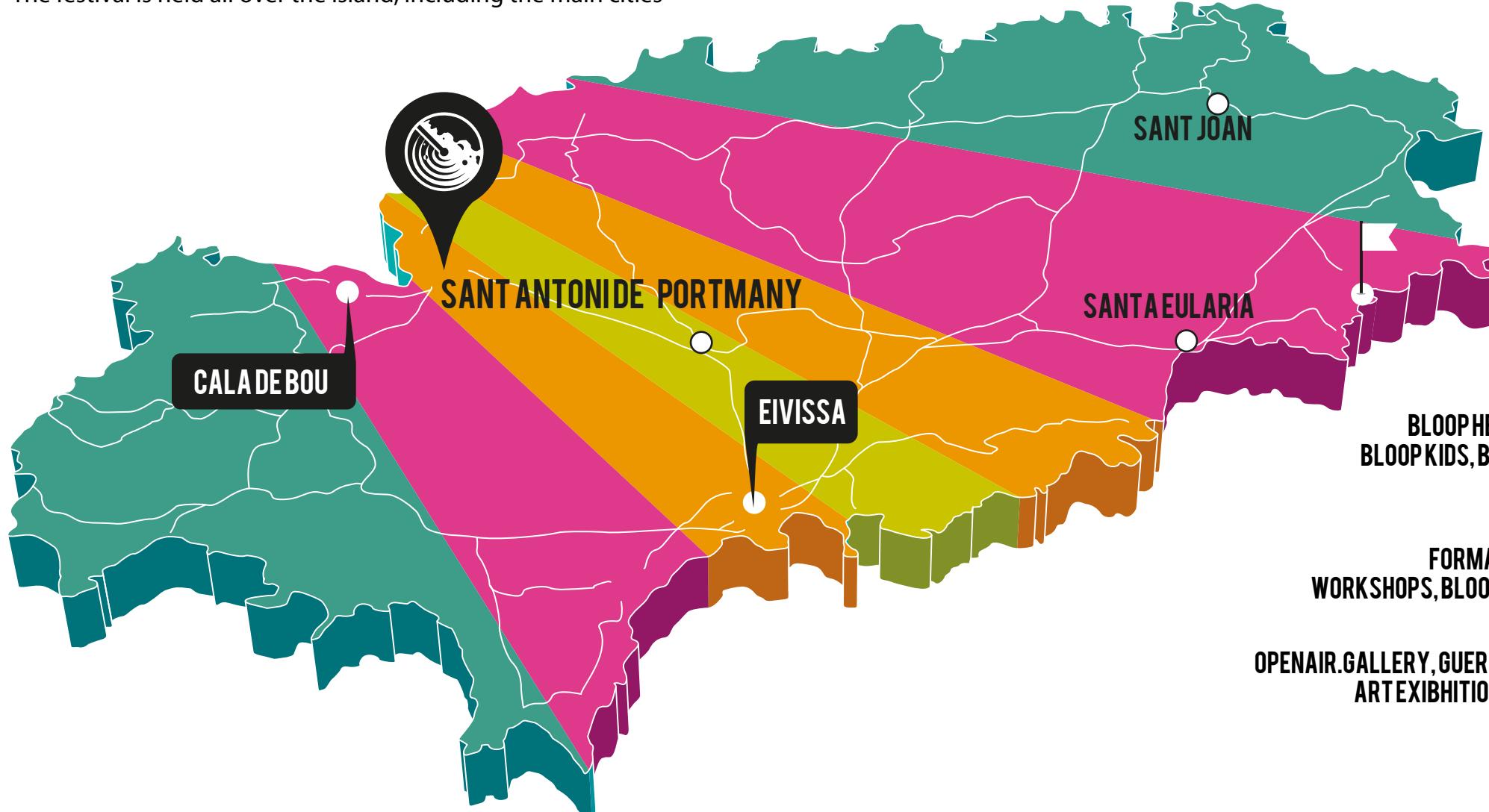
Spread across the island

Breakdown of visitors



WHERE?

The festival is held all over the island, including the main cities



SANT ANTONI:
BLOOP HEADQUARTERS, BLOOP 'N' SUNSETS,
BLOOP KIDS, BLOOP FESTIVAL, OPENAIR.GALLERY,
DRIVE-IN-BLOOP...

CALA DE BOU:
FORMA COFFEE, DESIGN AND INSPIRATION,
WORKSHOPS, BLOOP 'N' SUNSETS, OPENAIR.GALLERY...

EIVISSA TOWN:
OPENAIR.GALLERY, GUERRILLA INTERACTIVE INSTALLATIONS,
ART EXHIBITIONS, WELOVEBLOOP, EXPOSITIONS...

SANTA EULARIA:
BLOOP CINEMA (TBC)...

ESCANAR:
BLOOP KIDS, BLOOP 'N' SUNSETS, OPENAIR.GALLERY

COMMUNICATION



- International Press Offices
- Official website
- Communication material 100,000 flyers;
- 50,000 maps and 8,000 posters
(all materials are distributed in strategic points in Europe and on the Island)

TESTIMONIALS

People had this to say about BLOOP...

Carlo Ducci, Editor-in-chief, VOGUE Italia

"BLOOP Festival is the further step to demonstrate how culture is vital for the world's growth. What become classified under the general label of Street Art speak in a comprehensive language for the younger generations. It is also a primary expression of a creativity with proper schemes: this is why BLOOP Festival's function to disseminate is important. BLOOP Festival's three years of success speaks for itself. Especially in a context that is foreign to art up until today like Sant Antoni in Ibiza. It is an example to follow."

Miquel Costa, Cultural Manager, Ibiza

"BLOOP is an innovative artistic concept: multi-disciplinary art, proactive, interactive and reactive. Nothing is by chance and nobody is indifferent to the proposals by BLOOP Festival. Contemporary avant-garde art from the multi-cultural lighthouse on the most creative island in Mediterranean."

Martha Cooper, Photo journalist

"BLOOP is raising Ibiza to new heights through music and art. The festival was an intense and amazing experience in an incredibly beautiful island setting."

Lee Bofkin, Global Street Art

"Bloop has worked with an impressive roster of respected international street artists since inception. The growth of street art within the festival and the growth of the festival itself have been impressive. Bloop's location in Ibiza contributes to the international attention. Bloop is an important fixture in the street art calendar and we're proud to help broadcast its murals and its message regularly to our 125,000 social media fans."

Massimo Mazzone, Professor at Brera Academy of Fine Arts

BLOOP is the best proactive art festival in the world. It is free in an era where you pay for everything. It is an oilfield of creativity. BLOOP brought something authentically popular in the POP language on an island that seemed inexorably destined for business and drug related entertainment. A festival open to anybody, enjoyable and makes you reflect... A unique example, a proof of vitality and intellectual honesty. A result of the organisers' ingenuity.

PARTNERS

Some of the partners who supported
BLOOP Festival in the past editions...



Ajuntament de
Sant Antoni de Portmany



Govern de les Illes Balears
Consellera de Turisme i Esports
Agència de Turisme de les Illes Balears



:Sonitec GalaNight
SINCE 1979

Reason

VIOIOUS
MAGAZINE

DC-10 azuLine HOTELS

mtn

DC-10

JUXTAPOZ
BENIMUSSA PARK

DEEZER

Hippy Market Ibiza

KUMHARAS IBIZA

wetransfer

WE LOVE SPACE sundays
sundays 7pm-late

FORMA
COFFEE, DESIGN AND INSPIRATION

dto
datatransmission.co.uk



FUNDACIÓ
BALEARIA
El espíritu del mar

live

ibizaglobalradio

DARS
magazine of contemporary art and cultures

SEA
SUN

LUFF
LUCCA FILM FESTIVAL

ziguline

soundwall.it
electronic music & beyond

irobo



PARTIES



Digital Genetic Pasta
at We Love Bloop / Space Ibiza

BLOOP holds parties and concerts across the island.
Sometimes in collaboration with organisations
that can bring to life one of a kind events together.

GALLERY

BLOOP has welcomed a roster of artists from various disciplines to sensitise the audience to each year's theme.

Multi-disciplinary ART INSTALLATIONS
PHOTOGRAPHY Exhibitions



SCULPTURE
ART EXPOSITIONS



GALLERY



VIDEO MAPPINGS DRIVE-IN-BLOOP

INTERACTIVE INSTALLATIONS

INTERACTIVE VIDEO MAPPINGS



BLOOP HEADQUARTERS



- Located in Sant Antoni, an old lighthouse
- On the sunset strip to world famous Cafe del Mar
- Heavy pedestrian traffic

WORKSHOPS

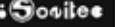
BLOOP
INTERNATIONAL PROACTIVE ART FESTIVAL

30-31 JULY 2015
BLOOP IN FORMA COFFEE
BLOOP-FESTIVAL.COM
RESERVATION NEEDED



ABLETON
live **LIVE**
WORKSHOP

Ableton

RESERVE HERE:
production@bloop-festival.com
 





BLOOP'N'SUNSETS
Sunset music sessions embellishing the end of the day
with eclectic BLOOP tunes and showcases.



SEASIDE SUNSET S SHOWCASES
STREET PERFORMANCES

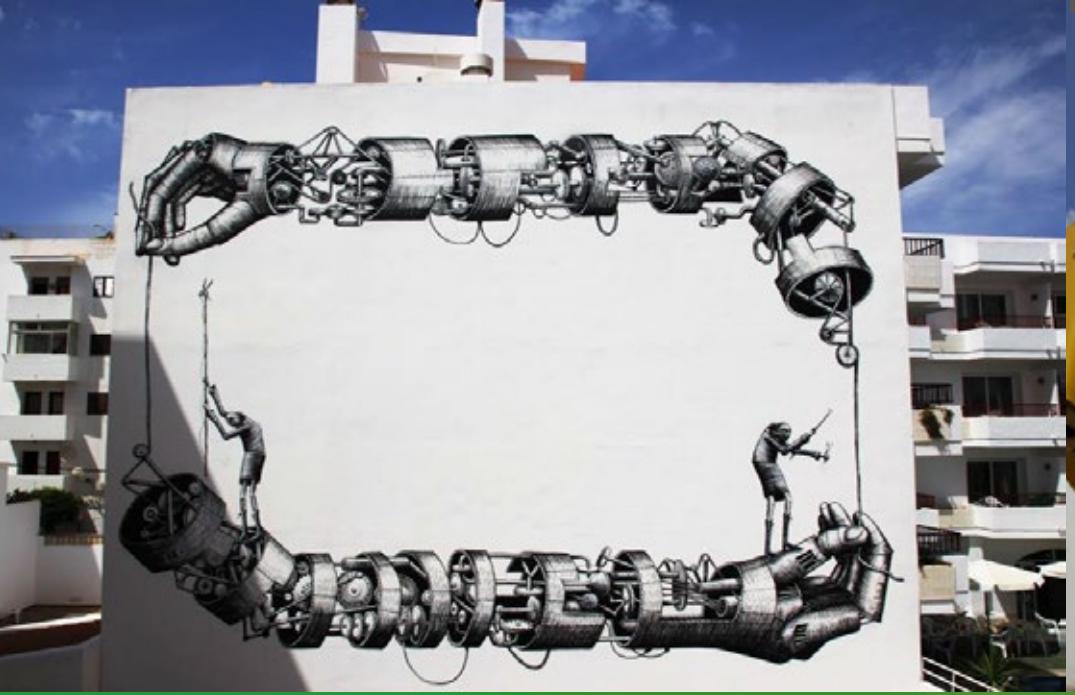
LIVE MUSIC

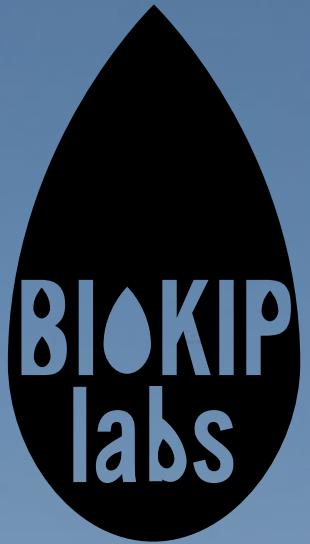


OPENAIR.GALLERY



OPENAIR.GALLERY





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SEE
YOU
IN
IBIZA