

A DJ wearing a black cap and headphones is performing at a club. He is standing behind a Pioneer DJ mixer and two turntables. The scene is dimly lit with vibrant, multi-colored stage lights (red, blue, green, yellow) in the background. A large, white, stylized geometric logo, resembling a house or a stylized 'A', is superimposed over the center of the image. The text 'GENERATOR SESSIONS' is written in a bold, white, sans-serif font across the middle of the logo.

# **GENERATOR SESSIONS**

**MUSIC**

**CULTURE**

**SPACE**





Our immersive one-day festivals are a blend of local culture, art, music, and an all-encompassing passion for living life to the max. Imagine live DJ sets, creative art experiences, yoga sessions, and late-night parties that redefine the meaning of fun



# MUSIC





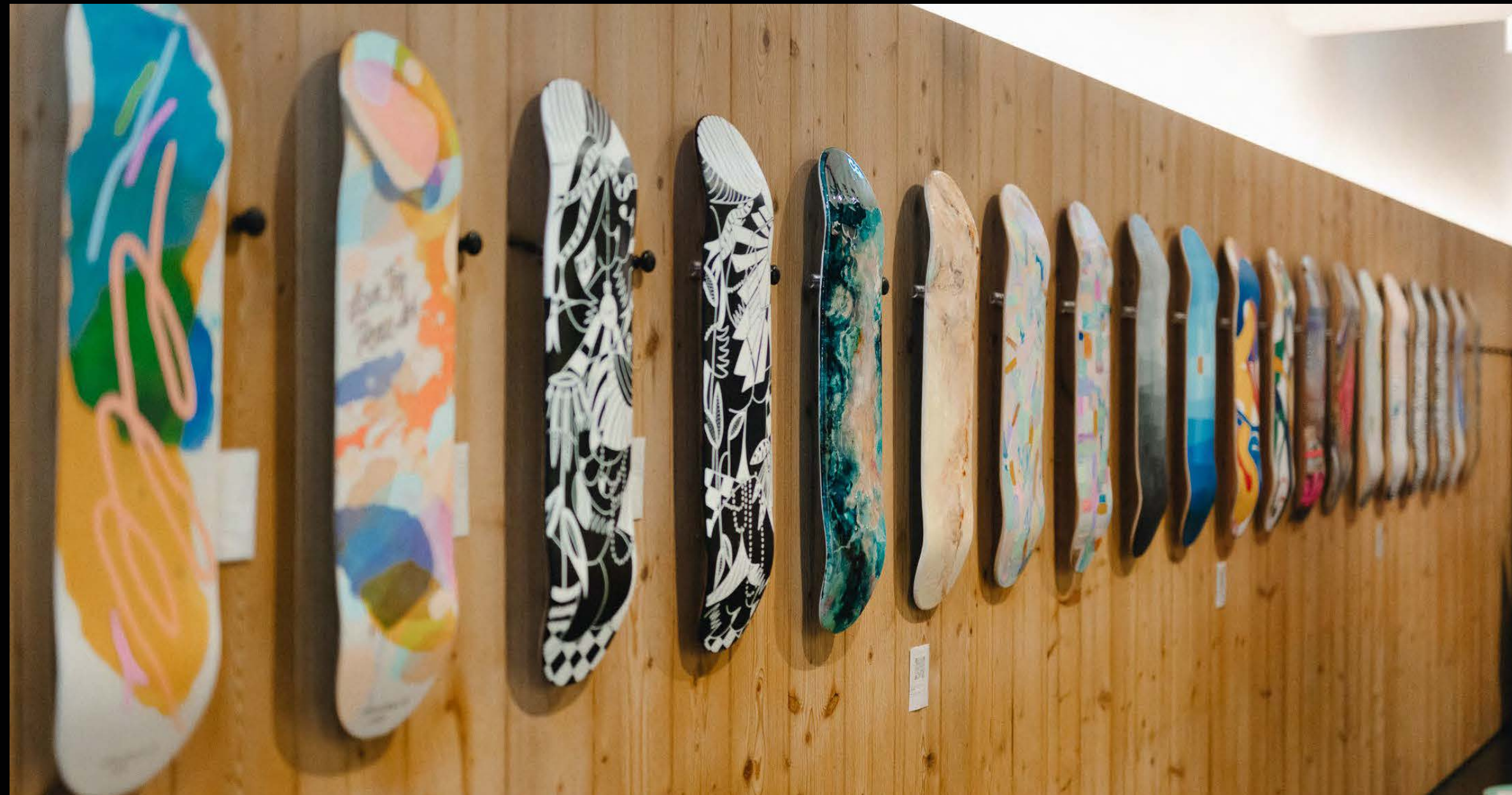




# CULTURE

A skateboarder in a black t-shirt and dark pants is captured mid-air, performing a trick on a concrete ledge. The skateboarder's right arm is extended forward, and their left leg is bent. The background shows a crowd of people, some sitting and some standing, watching the event. The scene is set outdoors, with a brick wall on the left and a paved area on the right. The word "CULTURE" is overlaid in large, white, sans-serif capital letters across the center of the image.







# SPACE







# OUR HERITAGE



# GENERATOR SESSIONS - BIRTH

2 YEARS  
11+ SHOWS  
35+ ARTISTS

AMSTERDAM / ROME /  
STOCKHOLM / LONDON /  
BERLIN / NEW YORK  
/ MIAMI+





# GENERATOR SESSIONS



# ***GENERATOR SESSIONS***



**GENERATOR DOES THINGS  
A LITTLE BIT DIFFERENTLY,  
AND IN AN UNAPOLOGETICALLY  
BOLD WAY.**





GENERATOR SESSIONS

# SETTING THE STAGE

Generator Sessions is a one-day music festival brought to you by Generator, the ultimate hybrid lifestyle accommodation brand with 17 properties across Europe and the US.

Designed to bring travellers and local communities together, Generator Sessions is all about curating unforgettable moments through local culture, art, music, and experience.





# HERITAGE IN PROPERTIES

MADRID  
EUROPE



BERLIN PB  
EUROPE



VENICE  
EUROPE



ROME  
EUROPE



AMSTERDAM  
EUROPE



BARCELONA  
EUROPE



LONDON  
EUROPE



COPENHAGEN  
EUROPE



PARIS  
EUROPE



STOCKHOLM  
EUROPE



BERLIN MITTE  
EUROPE



DUBLIN  
EUROPE



HAMBURG  
EUROPE



BERLIN AP  
EUROPE



WASHINGTON D.C  
U.S.



MIAMI  
U.S.



NEW YORK  
U.S.







11 SHOWS  
35+ ARTISTS  
8K+ GUESTS



# OUR ARTISTS: A-Z

**OLIVER INGROSSO** - FAST BOY - THOMAS GOLD  
NEON TREES - **WANKELMUT** - KRYDER - SETH HILLS  
COLLE - DENIZ KOYU - OLIVIER WEITER - CHARLIE RAY  
ROBBIE RISE - AEXCIT - ILYAA - AUGUSTKID  
D'AMICO & VALAX - FELIX SAMUEL - **THRD LIFE**  
FRANCESCO SAPORITO - WEST OF THE SUN  
**DEAD DONKEYS FEAR NO HYENAS**  
TOMMASO - FAT COSMOE









“Generator has reinvented what hospitality means, with their pioneering concept of ‘affordable luxury’ and masters of the social experiences. With these offerings at hand, who needs a 5-star hotel?”

Harper's Bazaar





# PRESS (TO DATE)

420M

AUDIENCE

5.95M

VIEWS

92K

ENGAGEMENT

157

PIECES OF COVERAGE



# HIGH- LIGHTS

















# OUR JOURNEY SO FAR

We kicked off at Generator Amsterdam, setting the stage for a day brimming with creativity and wrapping up with an awesome late-night boiler room party. Since then, we’ve taken the #GenSessions vibe to other vibrant cities.

<b>AMSTERDAM</b> GENERATOR 18/05/2023	<b>ROME</b> GENERATOR 15/09/2023	<b>STOCKHOLM</b> GENERATOR 08/12/2023	<b>ROME</b> GENERATOR 15/06/2024	<b>BERLIN MITTE</b> GENERATOR 26/07/2024	<b>MIAMI</b> GENERATOR 05/12/2024
<b>BERLIN MITTE</b> GENERATOR 18/08/2023	<b>LONDON</b> GENERATOR 07/12/2023	<b>BERLIN ALEXANDERPLATZ</b> GENERATOR 16/05/2024	<b>NEW YORK</b> GENERATOR 19/09/2024	<b>LONDON</b> GENERATOR 06/12/2024	



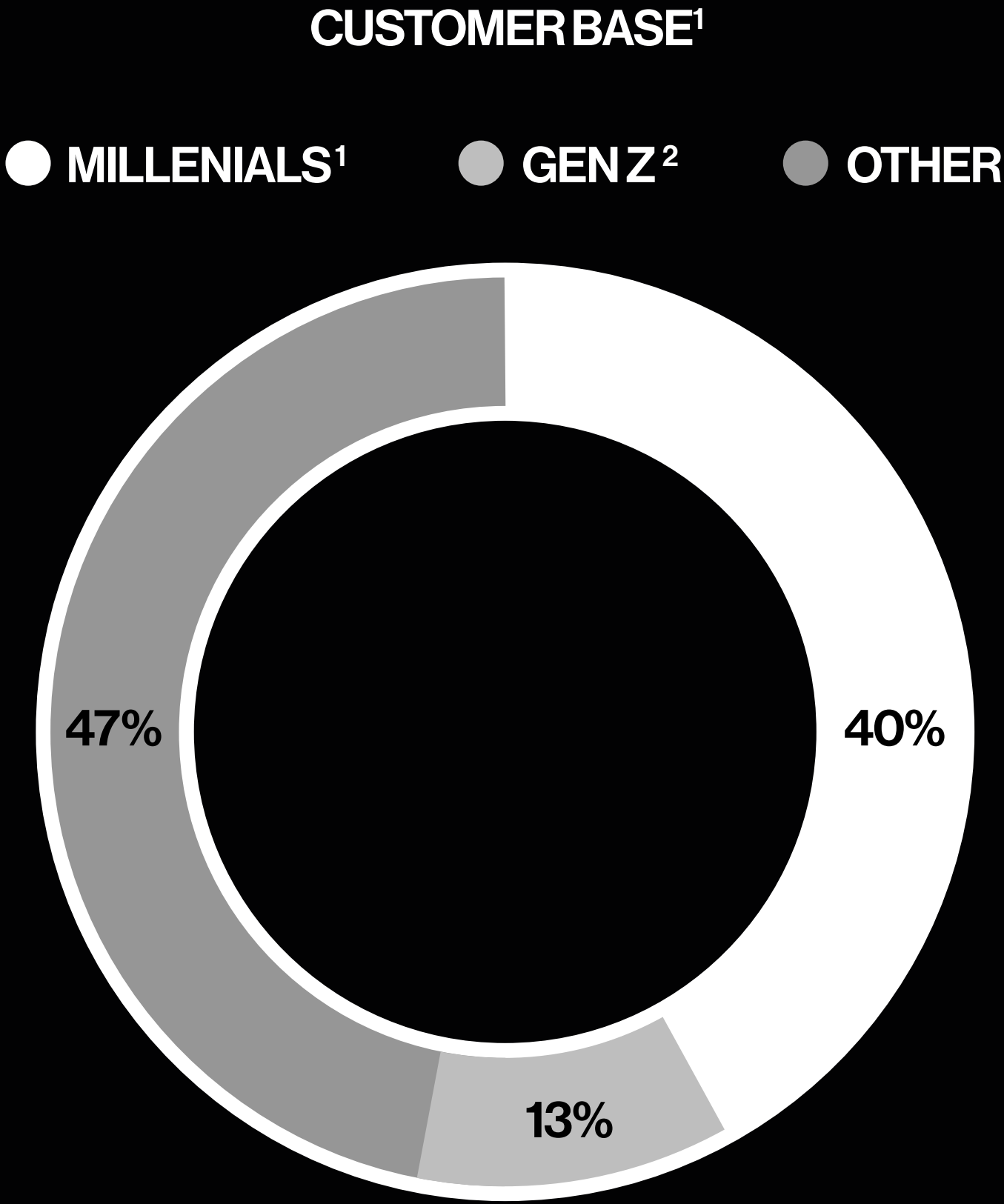
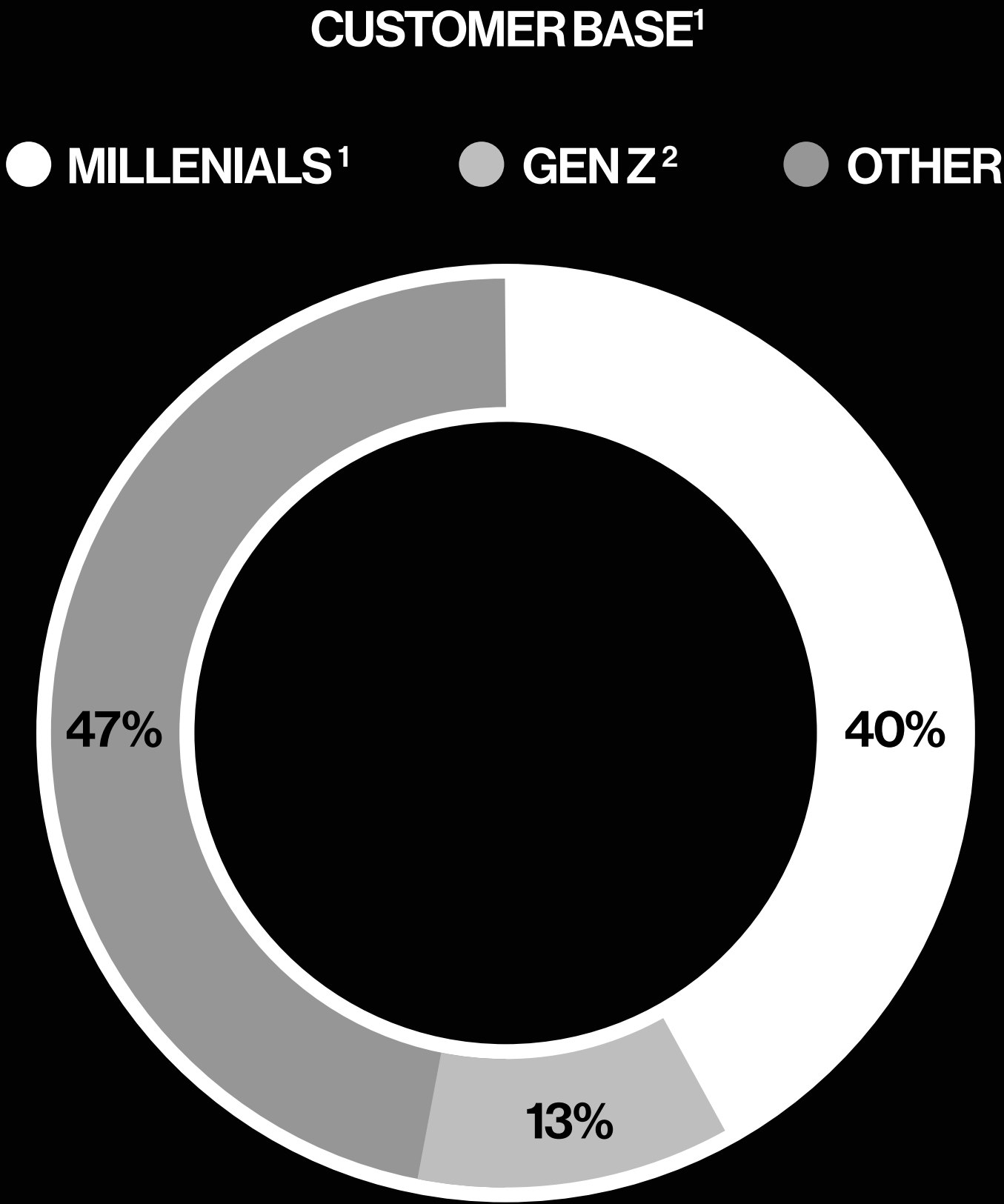
# REACH





# AUDIENCE

At nearly 55% of Generator’s overall guest demographic, Millennials and Gen Z represent the target market for Generator hotels.



1. Millennials born between 1981 – 1996  
2. Gen Z born between 1997 – 2012





# DIGITAL REACH

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624,000+

FOLLOWERS  
ON INSTAGRAM

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20,000+

GEN SESSIONS  
PAGE VISITS

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1,170,323+

EMAIL DATABASE





# PARTNERSHIP OPPORTUNITIES



# BRAND ACTIVATIONS





# OUR BRAND PARTNERS

Generator Sessions thrives on dynamic brand partnerships that bring unique experiences.

**BACARDI**  
**PISTONHEAD**  
**LEMKE BERLIN**  
**SKATESENCIA**  
**HUNKERING**  
**BROOKLYN WAVE**  
**RED BULL**  
**BREAKING SOUND**  
**TATTOO ARTISTS**  
**LIQUID DEATH**  
**TRIP CBD DRINKS**

Additionally, we celebrate local creativity by highlighting painters, muralists and more, ensuring that each Generator Sessions is a reflection of its host city's spirit.





# DJ'S & TALENT

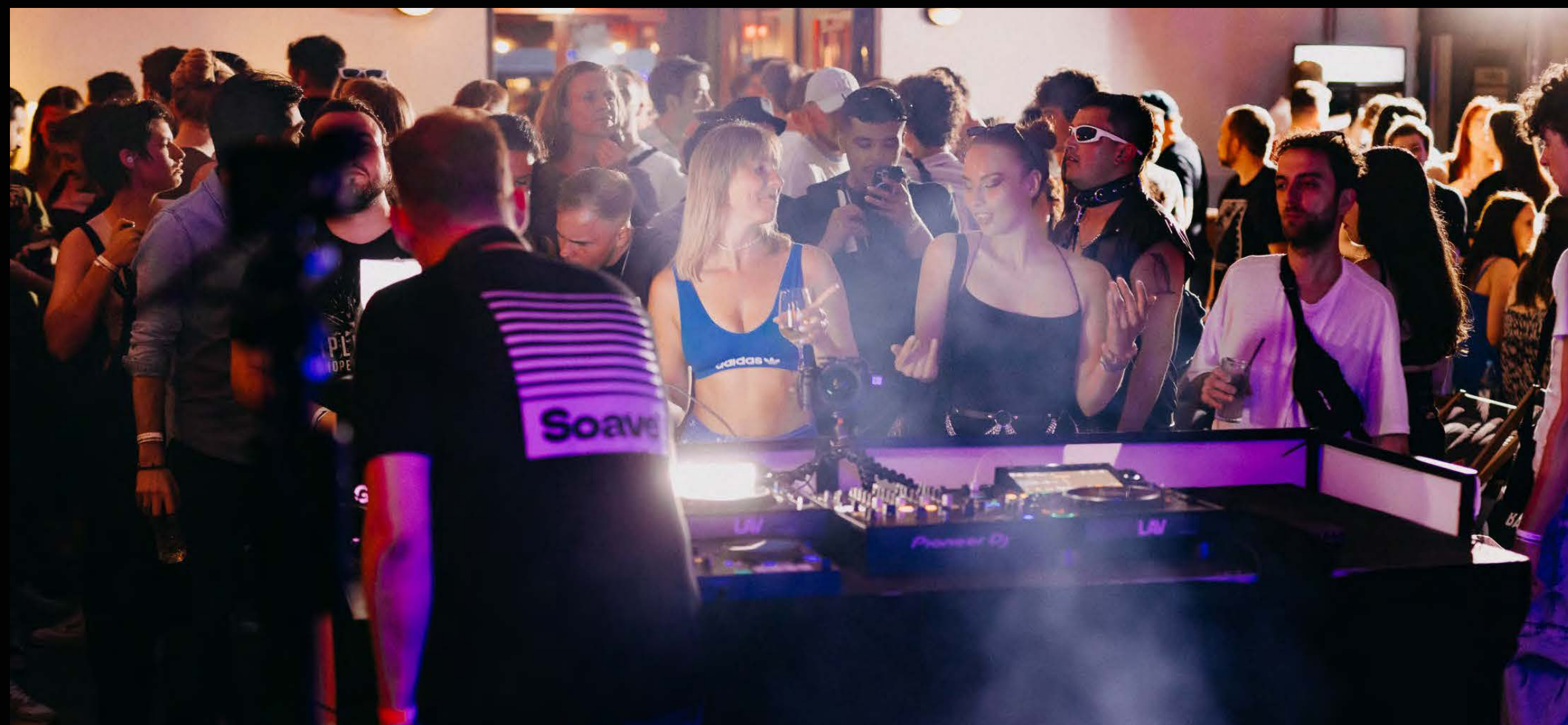
Generator Sessions delivers an unmatched musical experience with a top tier lineup of DJs and headliners that keep the energy levels alive!

Featuring the likes of Seth Hills of Tomorrowland, Oliver Ingrosso, Fast Boy, Generator's brand ambassador Charlie Ray, Wankelmut, Kryder, and many more, each event promises world-class performances. Our talented artists create an electrifying atmosphere, ensuring unforgettable memories and a warm sense of community.





# HOSPITALITY





# GENSESSIONS' 5 PILLARS

Focusing on five essential pillars that shape engaging and one-of-a-kind experiences, every Generator Sessions event promises an inclusive and unforgettable journey.

## COMMUNITY

Connect with fellow travellers and locals, creating lasting memories and meaningful connections.

## CULTURE

Explore the local arts scene through hands-on workshops, live performances, and captivating art installations.

## MUSIC

Feel the excitement of rooftop raves, hidden basement parties, and nonstop DJ sets in a dynamic atmosphere.

## FOOD

Indulge in the city's finest flavours, from delicious street food to local specialties.

## BEVERAGE

Enjoy local craft beers and beautifully hand-crafted cocktails in a buzzing social atmosphere.





GENERATOR SESSIONS



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