

VICE Benelux and Club give DJ's their stage back with the 'Isolation Rave'

An initiative to support DJ's and allow people to party together from their own homes

<http://www.clubinthe.cloud/>

20 March 2020, Amsterdam - Today VICE Benelux and Club are launching a virtual club. The goal of the 'Isolation Rave' is to support DJ's and professionals from the event industry - and to allow people to safely enjoy their favorite DJ's during the COVID-19 crisis.

The Dutch event industry has been heavily affected by the Coronavirus. Events have been cancelled and the clubs are closed, resulting in DJ's and other industry professionals to be out of work. To ensure that people can still dance and to prevent the event industry from coming to a full halt, VICE Benelux and Club are hosting virtual raves every Friday until the 6th of April.

As of today people can participate in live virtual raves for the upcoming three Fridays between 2PM and 4AM, which are streamed from Club in Amsterdam. Various local DJ's such as Job Sifre, Butterslut and The Daniel will reclaim their spot behind the turntables. Not only will this give DJ's their stage back, it also financially supports them. By purchasing digital beers and virtual shots through a QR code participants directly support the DJ's and the industry.

Bas Jacob, Event & Partnership Manager for VICE Benelux, says: *"VICE is here for all young people, in good times and bad times. We think it's important that this audience can still safely (abiding by the guidelines of the RIVM) party together during these strange times. Not just now, but also when the clubs reopen at some point in the future. That's why we want to support the music industry through this initiative and ask people to donate by ordering a virtual drink."*

"It suddenly changed from playing every weekend to now being at home all the time. Not only do I miss the club, being together with people who share the same passion, but also the preparation, wanting and having to keep busy with music. That's why I didn't hesitate for a moment when Club asked me, I really wanted to play and club again, but in a Corona proof way." - DJ Job Sifre

"We want to do this to support creative content and to fill the emptiness of boredom during isolation. Our plan is to build a new virtual platform. At some point this could be a very interesting way to broaden content, with or without Corona. For houseparties with friends or just your cat, but also other interesting forms of entertainment that can't reach bigger channels such as Netflix or television yet." - Club

Ready to rave? Through this page you and 999 others can participate:

<http://www.clubinthe.cloud/>

The line-up for the first edition:

14:00 - 16:00 JAIPA

16:00 - 17:00 Shrouds

17:00 - 18:00 Argie
18:00 - 20:00 Butterslut
20:00 - 22:00 DJ Dorien (from Home)
22:00 - 24:00 Job Sifre (from Home)
24:00 - 02:00 Beste Hira
02:00 - 04:00 The Daniel

For additional information you can visit the [Facebook event page](#) or the [Instagram page](#).

END

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ABOUT VICE MEDIA GROUP

VICE Media Group is the world's largest independent youth media company. Launched in 1994, VICE has offices in 35 cities across the globe with a focus on five key businesses: VICE.com, an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE TV, an Emmy®-winning international television network; a Peabody award-winning NEWS division with the most Emmy®-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency with 21 offices around the world. VICE's programming has been recognized by the Academy of Television Arts & Sciences, Peabodys, Sundance Film Festival, George Polk, Scripps Howard, PEN Center, Cannes Lions, Knight Foundation, American Society of Magazine Editors, LA Press Club and James Beard, among others. VICE Media Group's portfolio includes Refinery29, the leading global media and entertainment company focused on women; PULSE Films, a London-based next-generation production studio with outposts in Los Angeles, New York, Paris and Berlin; i-D, a global digital and bimonthly magazine defining fashion and contemporary culture; and Garage, a digital platform and biannual publication converging the worlds of art and design.

ABOUT CLUB

'Club' is a private nightclub in Amsterdam; the Club is fully focused on experimentation. Our program ranges from dark raves, to night talks about A.I, experimental installations to isolated art performances. Our mission is to challenge people who take physical, emotional and intellectual risks and ultimately become immune to the daily madness of our society.