

Most Engaging Rhythmic Entertainment Group - Germany

There's something very niche about redATTACK – ExclusiveDrumEvents that naturally distinguishes it from the European – and indeed global – entertainment market. Following the company's recognition in the programme, we took a closer look at redATTACK to find out more.

"redATTACK - the drum show with rhythmic sonic boom, redATTACK - expect the unexpected"

Experience defines redATTACK. After all, it creates truly unique, immersive and memorable experiences for all that endeavour to become a part of one of its audiences. That's its niche, and where it has built a truly incredible reputation. Based in Germany, the nature of the performance transcends language, enabling the company to expand seamlessly across borders and markets. The art – the music – is the beating heart of the business, and always will be.

For Thomas Garding and Benjamin Gerth, the heads of redATTACK, the experience is everything to redATTACK's success. The heart and unique selling point of their show is "theGLOBE" – redATTACK's musical globe, which is played horizontally and vertically, overhead, from inside and outside, due to the construction of a walk-in sphere, by both actors. So it's not just the classically virtuosic elements that keep the audience in their seats. It is the sheer joy of playing of the two actors who – once let go – hammer the rhythm into heads and hearts. And that with so much shrill, weird, and funny energy that is explosively transmitted to the audience."

From the outset, there's just not much else like redATTACK in the experiences industry, especially this side of the pandemic which unfortunately had an immense impact on the number of experience companies operated across Europe. As Thomas Garding puts it, this reduction of cultural offerings have only benefitted redATTACK, leaving a hole for the company to enter and thrive. "Due to the limited cultural offerings, new projects have a greater chance of growing. Germany as a business location is a major prerequisite for being able to work economically. Since the two art figures, REDDY & DRUMBLE, act non-verbally, Europe is the goal, creating a big playground to establish ourselves."

"Spontaneous players can be found in the audience and become part of the show."

It should be no surprise that the company is built on a firm culture defined by collaborative teamwork, creativity and innovation. "We are pursuing a common vision – to bring a drum and percussion



show for the whole family to the stage and to perfectly combine funny, cheeky, entertaining, spectacular and musically sophisticated. All departments such as booking, marketing, technology, production and social networks work hand in hand. Creativity and the ability to work in a team are also important prerequisites when looking for talent."

As touched on, the future of redATTACK hinges on an ability to move across markets and expand to all corners of the continent, and beyond. Here, in his closing comments, Thomas Garding and Benjamin Gerth offers more insight into the company's next steps. On the one hand, we are preparing our 10-year double anniversary, which we can finally celebrate in 2023 after COVID-19.

We'll be celebrating a couple anniversary of redATTACK and the affiliated special school for drums and percussion "Trommel.Werk. Stadt. Also, our redATTACK picnic tour 2023 starts in Q2. Our anniversary workshop tour "Germany drums" starts in Q1."



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Best Educational Administration Program Company - Copenhagen

Education is life-long – learning never truly stops, after all. Education is also at the heart of the LIFE Foundation, as it endeavours to innovate the Danish landscape. On the back of its well-deserved success, we spoke with the LIFE Foundation's CEO, Christine Antorini, to find out more.

Learning. Ideas. Fascination. Experiments. Together, those form the foundation of LIFE Foundation, which aims to reinvigorate the STEM education sphere (Science, Technology, Engineering and Mathematics) for the entirety of the Danish population, regardless of age and background. Its missions are threefold, designed around the attainment of a higher level of scientific learning, the promotion of motivation among children and adolescents to engage in STEM, and the promotion of an interest in choosing an education with the natural sciences.

Christine offers some more insights into how LIFE has endeavoured to change the face of STEM education in Denmark. "We develop and offer enquiry-based science education courses free of charge for schools across Denmark. In a LIFE teaching course, the school class works with real-life cases that are developed together with businesses and research

institutions. The courses can take place in the classroom and/or in one of our advanced laboratories with LIFE teachers. Today we have a learning center at our headquarters, three mobile laboratories drive around the country visiting schools and the construction of our first stationary regional laboratory has just begun. This way, we are making LIFE available for all pupils in Denmark."

Moreover, LIFE works alongside other STEM initiatives to create a robust space within the country that drives for greater STEM onboarding – a crucial pursuit that invests in future innovation driven by new generations. It's no secret that access often stymies growth and uptake of STEM courses, and here LIFE aims to ensure easy access to laboratories and teaching courses with teaching materials in a box – a "LIFE Kit". "It is simple to book – as you don't have to apply for them – it is free of charge and is sent directly to the

school, where it is also picked up again after completion. The LIFE courses are developed with business and research institutions, which gives the pupils the opportunity to work with real-life cases and equipment like scientists within companies' R&D departments.

"We are established and financed by The Novo Nordisk Foundation, which has approved a financial frame of up DKK 1.9 billion (app. EUR 255 million) until 2030. Such a huge and long-lasting grant is truly unique and gives us fantastic opportunities to reach our goals."

With the COVID-19 pandemic mostly behind us, securing the future of STEM has become, simply, crucial for populations around the world. "The need and demand for people and workforce with scientific learning and science capital is stronger than ever before. Due to the crises, we face these years – such as COVID-19, energy supply uncertainty and cyber-attacks – we clearly need people with STEM competences in our society as well as in companies. Therefore, it is important that at growing number of children and youngsters are attracted to STEM," Christine adds.

With that in mind, the future of LIFE Foundation hinges on capitalising on the post-COVID-19 landscape to invigorate and drive their offerings. "Our ambition is to develop courses for all grades in primary and lower-secondary education or upper-secondary education. Also, we intend to develop courses for pre-school kids. We have several laboratories in our pipeline. In addition to our learning center, we are planning to have five mobile laboratories on the roads as well as four stationary laboratories to cover all of Denmark (one stationary and one mobile lab for each of the five Danish regions). Our first and second stationary laboratories will be built during 2023.

"The stationary laboratories will be located at University Colleges that offer science teacher educations, which gives us opportunity to inspire science teacher students to the teaching method of enquiry-based science. At the same time, we can position ourselves as an attractive workplace for future teachers."

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