

MANCHAGEN EUROVISION FESTIVAL (MEF2025)



An annual event to celebrate the 20th anniversary of Manchester Eurovision Party powered by MalmöHagen's Scandinavian Pre-Party, 'MalmöHagen' who were 1 of 3 finalists nominated by Jury for a 2024 Danish Rainbow Award. The 'MalmöHagen' social media has also been shortlisted for a Best Fan Site Nomination with ESC Scot Radio and has over 16,500 Instagram followers from launch in September 2023.

The purpose of coming together is to create a new type of pre party experience to provide an affordable choice of events and guest experiences to get you closer to the stars. The choice of Manchester as Host City for future April pre party festivals was the unanimous decision of the organising team but both Warsaw and Dublin came close in the planning stage!

Official photos are available here from MalmöHagen in Copenhagen on May 4th 2024 including some OGAE UK fans who appeared in the last Vision magazine of 2024. The Organizing Team includes more volunteers including some of the 500 Euro Vols from Liverpool, Event Tour and Festival Planners and Founders as well as fans all over the fandom wanting to get more experience of events:

<https://drive.google.com/file/d/15fvFWiDQms8898nQttX2Cfl6luHtw4sk>

https://www.dropbox.com/scl/fo/ho2qnuah3dnaocjt0ww3l/ABU_CzEI_IVEyQwl2UEnY4U?rlkey=5ich_tngbs5g8t3dkvzrmtmbgu&e=1&st=gt9he7z8&dl=0



The MancHagen Organizing Team include many OGAE UK members as well as OGAE members and Media across the world. The group are collaborating with Ukraine's United for You cultural organization who organized the EuroVillage Ukraine Concert in Sweden on May 3rd 2024.

The Festival is for a global rest of the world audience as well as Europe & Australia. It is not for profit and has 4 event official charities. Each ticket sold includes a charitable donation and ticketholders can decide the amount. The Festival organisers are working in partnership with Broadwick who connect, inspire and create impact through music, culture and space. They are the owners of multiple live venues and guest spaces worldwide. They partner with the Warehouse Project club residency at Depot Mayfield as well as the Printworks and new 15,000 venue Drumsheds in London and Parkfield Festival in Manchester. The organizers are also partnering with multiple local community organizations, charities and We Are indigo.

The global team are all unpaid volunteers. You can join their team by signing up on the festival website: <http://www.manchagen.uk>

1.WHAT IS MEF 2025?

The aim of the festival is to celebrate the music of the contest and to unite countries, culture, diversity, togetherness and joy each year in Manchester, UK! 13 venue partners in Manchester have already signed up to create a 'EuroVillage' and 'Eurovision Street' on Canal Street with many more to come. There is also a 'Eurovision Boulevard' between the Artist and Guest Official hotels which are available at discount to travelling guests on the Road to Basel a month later.

The event also offers the chance to view The ManchHagen Yellow Carpet Parade (MYCP). Usually reserved at other pre parties only for press, there is also a ManchHagen Media Center (MMC) where accredited press will be able to get close to meet the artists in the Eurovision Class of 2025, Euro All Stars, Ru Paul Drag Race Superstars and All Things Adam, Georgina The Honest Vocal Coach and some UK Public Figures.

2.WHAT IS THE FESTIVAL MUSIC LINEUP SO FAR ANNOUNCED?

The line-up for the Festival has already announced 38 Acts including 12 Euro or National Final All-Stars including 2 x Jury Song Contest Winners Linda Martin and Niamh Kavanagh from Ireland as they include the Irish fans to the Festival. A special 25th anniversary set from Nicki French will celebrate the UK Host Country for ManchHagen and Lindsay Dracass from the 2001 Contest in Copenhagen will join as a Host for the Friday concert: the perfect opener as the MalmoHagen Scandi Pre-Party goes on tour to the UK for April in future years.

You will also experience the return of MalmoHagen 2024 talents such as Silvester Belt from Lithuania, Aiko from Czechia, Melanie Wehbe from Sweden, Onur Beyond Oz from Turkey, Philipina from Denmark and James Barr back for hosting duties. New acts for 2025 are Justs from Latvia who is in the 2025 Latvia Selection, Piqued Jacks from Italy by way of San Marino, Greta Tude from Wales and Malta as well as many more from across different countries. The winners of the Song Contest Televote in 2019 from Norway, Keiino will perform a mini concert to close their UK Tour at ManchHagen with an England exclusive appearance of their live band on stage with Margaret Berger. Many more artists are yet to be announced as the 38 Eurovision Acts of 2025 are selected until the middle of March 2025. The 2025 artists are being invited to perform live on stage over both the Friday and Saturday concerts. It will be based upon the choices of their TV company and schedules.

The Organizers have also curated international DJs throughout the Festival with diversity of place and confluence of sound. On Thursday David Horton hailing from The Midlands, England from Glorious Radio's Euro Show, 'The David Holton Show' will launch the Festival. Thursday will be a meet and greet mingle for everyone coming to Manchester and those for you travelling solo to meet up and meet new friends. The Euroclubs for Thursday to Sunday morning will take place each night at Cruz 101 Club, Manchester's biggest LGBTQIA+ venue. On Friday we travel west to DJ Esther Parade, a Cardiff based Drag Queen with Edinburgh Festival experience who will open the DJ Booth at Cruz 101. On Saturday, The Heartbreaks Duo from Amsterdam, The Netherlands who opened the biggest Eurovision Concert in the World, Het Groete Songfestivalfeest at the 17,000 capacity Ziggo Dome in December 2024 will take to the iconic Concourse Chamber. Stood and dancing behind its world-famous DJ Booth in the 360-degree stage you will get the chance to dance all around the booth.

Depot Mayfield is voted the World's BEST Club by DJ Tech Reviews and 2024 DJ Magazine Official's BEST UK Club with a ranking of 6th worldwide. The UK's jewel in the crown venue with spacious grounds, the latest technology, sound and audiovisual features also offers fully accessible spaces on the ground floor and outside grounds with food trucks and smoking area. This was a non-negotiable criteria for the organizing teams who have met with focus groups and individual fans to build and listen to feedback about Pre-Party experiences all over Europe and what would be key features to include in the Manchester Festival. There is a 2-floor expansive backstage area with dressing rooms and shower for Artists with rider room and chill areas with lounges, backstage bar, phone charging sockets, secure lockers and an outside balcony terrasse with expansive views of Depot Mayfield and Escape to Freight Island. There are a number of VVIP Packages for guests if you would like to have backstage access.

In the adjoining Ticket Hall Chamber for the 2nd room takeover, DJ Neil Prince will play from residencies at Mighty Hoopla Music festival in London and has experience of opening for live acts like Diana Ross and Bananarama. He will play to the chill pop space before the closing set with DJ Momo Pattino from 2022 Host City, Turin, Italy who is Founder of the Turin Calling Euro Event. DJ Momo returns to ManHagen from his role on the MalmoHagen 2024 Red Carpet and press events with some Middle Eastern influenced Euro Remixes, Techno, Trance and House. This eclectic choice of Euro music will cater for all audiences and age groups. DJ Billy Andrew based in Manchester and originally from Yorkshire has DJ residencies at Via, Brewers and Filthy Gorgeous. Billy also stars in the UK award-winning podcast, 'The Gossip Gays' with Danny Beard and will take the honours for the 0400-0800 Closing Euroclub DJ Set at Cruz 101 in the Final Top Floor takeover.

3.WHAT HAPPENS WHERE AND WHEN?

3 evenings with 2 concerts of a combined maximum standing capacity of 5,600 guests. ManHagen is poised to be the biggest Euro Festival in the UK since Liverpool hosted the Song Contest in 2023. It is also the largest capacity 2 Concert Promo Event of the European Tour before the 69th Eurovision Song Contest has 9 live shows in May 2025.

- i) **'Thirsty Thursday': Euroclub Meet and Greet: 10th April @Cruz 101 Club until 0500: 101 Princess Street, Manchester M1 6DD**

Thursday Theme: Meeting Point for locals and travelling fans across the world to meet up and get ready for the Euro Festival with Eurovision DJ David Holton from 2300-0400.

- ii) **'Fresh Friday': 11th April**

- a) The Crystal Maze, St Johns, Lower Byrom Street, Manchester M3 4FPC
b) Chaos Karts (Manchester Arcade Arena) :Studio 1, Lower Byron Street, Manchester M3 4FP

Friday Concert theme: Immersive Augmented Reality (IAR) from 1800 until 2300.

<https://littlelionentertainment.com/our-productions/games-arena/> <https://www.chaoskarts.com>

Fully immersive 6 metres high projection walls and flooring await you in this augmented reality concert: be player one in your own live Eurovision video game concert. We will take you on a journey of firsts and passions beginning with the world firsts that were made by the Capital of The North Manchester with some of history's most influential thinkers and innovators. We will journey together through imagination and space into a land of dreams, where Eurovision began in Switzerland 69 years ago. Birthed from the desire to unite a continent ravaged by war to be united by music. It is the

homeland we will return to in May 2025 on the road to Basel, Switzerland and whose values have deep emotional connection and poignancy in today's world.

A specially commissioned collaboration with Manchester dance schools will bring a unique interval performance with the Festival Anthem, 'Love is All We Share' composed by Rick Holden and Kris Hague. There will also be an Audience Flashbob during the Show hosted by the UK's Lindsay Dracass and Mama Bear from Leeds. You will also see some of Manchester's finest drag performers who will showcase the best of the Capital of The North with Live Singing from Tonya Kneez, Suzie Q, Luna Tique and Beverly Tight Lips.



FRIDAY 11 APRIL 2025 - ESC 2025 & ALL-STARS CONCERT 1

			
LINDSAY DRACASS MEF Host / ESC 2001 - UK	MAMMA BEAR MEF Host / Drag Artist	JUSTS ESC 2016 - Latvia	NIAMH KAVANAGH ESC 1993 & 2010 - Ireland
			
BEYOND OZ MEF Welcome Artist	GRETA TUDE Malta Finalist 2024	SUZIE Q MEF Interval Act	LUNA TIQUE MEF Interval Act



c) EuroClub @ Cruz 101 Club: 2300 until 0630 : 101 Princess Street, Manchester M1 6DD

Your exclusive top floor takeover of Cruz 101 the biggest LGBTQIA+ Club in the Capital of The North. DJ Esther Parade from Wales will play the opening set on the Top Floor Takeover of the Club, dedicated to Euro Music. There will be more announcements about an exciting Euro collaboration soon after Esther. You can also choose to pay for the downstairs club if you want more.

iii) 'Sublime Saturday': 12th April

a) Holiday Inn Hotel City Centre, 25 Aytoun Street, Manchester M1 3DT

The Artist Yellow Carpet will be hosted by Danny Beard and Banksie from Ru Paul Drag Race UK with official reporters All Things Adam from Ireland and Georgina The Vocal Coach bringing the 2 largest Tik Tok and You Tube global fan community figures to the Festival Media Centre. Adam will host the Tik Tok live with Georgina quizzing our artist on those vocals as they take the next step on the road to ManchHagen. The 3 Hour ManchHagen Media Centre (MMC) for all accredited journalists will also take place in the Downstairs Take Over of The Holiday Inn City Centre, Manchester to interview the artists from 2025 and All-Stars in the stunning Manchester themed surroundings including a very brightly lit state of the art conference suite, downstairs lounge, bar and covered outside terraces. Free coffees and waters for Press are included. Manchester's Music Stars adorn the walls with memorabilia from the vast Manchester Music Talents of today and the past. The perfect social media moments will be created to create connection, excitement, exposure and social media reach for all artists in a safe space with safeguarding and quiet breaks for artist and delegation teams.

For all the Glitz & Glam, Get ready for our
GOLDEN YELLOW CARPET PARADE IN 2025



SATURDAY 12 APRIL 2025 - YELLOW CARPET PARADE HOSTS



ADAM McCALLIG
MEF Host & Reporter



DANNY BEARD
MEF Host & Presenter



GEORGINA
Honest Vocal Coach



BANKSIE
MEF Parade Host

SATURDAY 12 APRIL 2025 - DRAG-A-VISION AT DEPOT MAYFIELD



MARMALADE
RuPaul's Drag Race UK



RILEASA SLAVES
RuPaul's Drag Race UK



ALEXIS SAINT-PETE
RuPaul's Drag Race UK



CHANEL O'CONNOR
RuPaul's Drag Race UK

b) Depot Mayfield, 11 Baring Street, Manchester M1 2PY until 0400

Saturday Concert theme: Euro Warehouse Rave (EWR) until 0400 in the same concert and Euroclub venues with DJ The Heartbreaks Duo from The Netherlands, DJ Neil Prince from London and DJ Momo from Turin, Italy. The After After EuroClub from 0400-0800 is a short walk away at Cruz 101 Club with DJ Billy Andrew based in Manchester.

Depot Mayfield - Homepage home to Homobloc <https://www.instagram.com/homobloc> & Warehouse Project https://www.instagram.com/whp_mcr

In Saturday daytime there will be a festival program for families and children in Depot Mayfield, across the street from Manchester Piccadilly train station for connections across UK & Airport. Next to the stunning newly opened 2,500 guest maximum capacity 'Escape to Freight Island' food and drink entertainment complex and Mayfield Park, Manchester's first public park in 100 years with 6,5 acres of parkland with a kids' play zone and daylighted River Medway.

For Saturday evening we will move to DJ Magazine Official's Number 1 Voted UK Club, Depot Mayfield which ranked as 6th Best Club in the World listings. DJ Tech Reviews Report rated Depot Mayfield as the Number 1 Night Club Venue in the World.



The Euro All-Stars and 2025 Euro Acts will perform on the iconic stage and DJ Booth of Concourse with a second chamber takeover of Ticket Hall for a chill out space and music curated by DJ Neil Prince. Philipina from MalmoHagen 2024 and winner of Denmark's Absalon Drag Race 2023 will represent Denmark as the opening act of the official handover from Copenhagen to Manchester. Davey Stuart based in Manchester will perform the Saturday Interval Act with a tribute to the Swiss winner of Eurovision, Celine Dion.



The 'Ru Paul UK and The Rest Of The World' Talent and Fashion Shows are a core part of the Saturday evening programme curated by the Festival's Official Fashion Designer from Scandinavia and a range of Ukrainian cultural partners. Co-hosts James Barr (Hits Radio Breakfast Show), Danny Beard (Drag Race UK Winner from Liverpool living in Manchester) & Blu Hydrangea (Ru Paul UK v The World Winner from Northern Ireland) will be joined on stage by a Ru Paul UK Queen representing each part of the Eurovision Nation from Rest of World (Rileasa from Saint-Lucia), England (Banksie),

Wales (Marmalade), Scotland (Chanel O'Connor), Charra Tea (Northern Ireland) and Poland (Alexis Saint-Pete).





c) [Cruz 101 After After Euro Club: until 0800 : 101 Princess Street, Manchester M1 6DD](#)

DJ Billy Andrew will keep you dancing until the Sunday morning sunshine! You can pay to go downstairs to Sub 101 Cruz Club also!

4.WHERE DO TICKET SALES GO TO?

The event is a charity fundraiser and not for profit like MalmoHagen 2024 in Copenhagen on May 4. The Organizers are not affiliated to the European Broadcasting Union (EBU) who organize the Eurovision Song Contest, similar to the other European Promo Events independently organized by fans and music lovers. The 4 Official Festival Charities are United By You (Ukraine), Manchester Pride (UK), George House Trust (UK) and FSTB (Danish Children). We support the value of the Song Contest to promote unity, diversity and inclusion. For us, that is welcoming solo travelers, neurodivergent music lovers and people of all types of abilities into our positive community of joy, togetherness, music and love. Our venues are accessible on ground floors with companion tickets and seats.

#EmbraceThePassion is our festival mission! #UnitedByManchester #UnitedByMusic #MEF2025

5. WHAT ARE THE FESTIVAL, CONCERT AND EUROCLUB TICKET TYPES AND PACKAGES?

There are a range of different ticket types available to allow equitable access to all fans in both general public individual tickets for each concert and packs for the festival weekend. The 18,000 OGAE Fanclub members in 42 countries have a discount code for 5% off most ticket types with a selection of guest experience add on options. The discount code was previously emailed to all OGAE Presidents worldwide and to OGAE UK members. The code is MANCHAGEN2025 (all in capitals).

All Fan Individual and Pack options include the Euroclub entrances on Thursday, Friday, Saturday and Sunday morning until 0800AM capacity dependent on venues, please arrive early not to be disappointed. Guests also have the choice to enter the downstairs Club space of Cruz 101 for an extra fee in addition to the Euroclub top floor takeovers. Purchases of all fan tickets and packs will also get 30 minutes early entry to the concerts on Friday and Saturday (worth an extra £60 of benefits from other pre parties with these options).

Once you select your ticket choice on the 1st page you will have a list of additional guest benefits to consider for purchase. These vary from adding a seat to having Access All Areas VVIP Backstage access and VIP packages with early entry, meet and greet, private VIP bar, VIP area, artist soundchecks and exclusive access to view the Artist Yellow Carpet Parade. Pricing plans have been designed to cater for all budgets. General Public admissions start from £45 including fees and £90 for a double concert pack for Friday and Saturday. OGAE Discount Code holders can use their discount code on most of the items available to General Public. The Fan Packs also have options to include both concerts and all 3 nights of Euroclubs. The bar will be managed with Depot Mayfield competitive prices in line with the Capital of The North so that savings can be passed on directly to ticketholders.

6. WHO IS THE TICKET PROVIDER FOR MANCHAGEN AND HOW WAS IT CHOSEN?

The organisers have deliberately chosen Ticket Tailor as the ticketing company to keep fees at as low a charge per ticket as possible rather than propose a fixed 10% or 15% higher fee on top. This is to pass on savings directly to ticketholders. Each guest can add their chosen add on guest experiences regardless of their ticket type as general or VIP admission. Guests opting for the Meet and Greet add on option will be emailed before the event to express their preferences among Artists including the Ru Paul UK artists who decide to participate. This does not guarantee meeting your preferred artists, but we will try our best in matching your preferences. Each ticket includes a 20% tax payment which goes directly to the UK Government for VAT.

7. WHERE CAN I FIND OUT MORE INFORMATION?

For any additional questions please read the Festival website <https://www.manchagen.uk> for future lineup announcements. Please contact the team on social media channels directly. Follow ManCHagen Eurovision Festival News and Events:

https://www.instagram.com/malmohagen_manchester <https://www.instagram.com/manchagen>
<https://www.visitmanchester.com/event/manchagen-2025-eurovision-festival/94087101/>

8. EXTERNAL PRESS ARTICLES

There are 4 Accredited Press Events for a maximum 300 capacity Media Centre with global press accreditation application forms live on the website. Press Events will take place at 2 venues detailed above at The Crystal Maze and Chaos Karts TV Studios Backstage in private media rooms on Friday and the Holiday Inn City Centre on Saturday including the ManCHagen Artist Yellow Carpet Parade

(MAYCP). There is also a Hilton Hotel discount deal exclusively for Festival guests in the heart of the City Centre available on the ManchHagen social media pages.

https://www.manchestereveningnews.co.uk/whats-on/music-nightlife-news/massive-eurovision-festival-coming-manchester-30125172?utm_source=mynewsassistant.com&utm_medium=referral&utm_campaign=embedded_search_item_mobile

[ManchHagen 2025 Eurovision Festival](#)

[Marketing Manchester](#)

<https://canal-st.co.uk/2024/10/24/your-eurovision-guide-to-manchagen-festival-in-manchester/>

