

[Test] - An exclusive video to announce FISE Montpellier's 25th anniversary

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Press release

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FISE Montpellier announces its 25th anniversary with an exclusive video shot in the streets of the city!

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Hosting the world's largest urban sports gathering for 25 years, the City of Montpellier, Montpellier Méditerranée Métropole and the Occitanie Pyrénées Méditerranée Region will once again beat to the festival rhythm from May 25 to 29, 2022. After two years of adaptation, this comeback prompted a dedicated teaser video to celebrate the values at the heart of this iconic event.

Its unique program, renewed for each edition according to the evolution of these disciplines and alternative universes, brings together a selection of competitions, events and activities for all generations. Especially enjoyed by millennials, the event attracts more than 600,000 people each year, giving it the status as the 3rd largest sports event in France.

Faithful to its iconic highlights, many exclusives will be in the spotlight so that spectators can enjoy a unique experience during this anniversary edition. Broadcast on Eurosport, contests will be jam-packed over five days and nights filled with contests on the Spine Ramp and Radar hip hop concerts.

A NEW MORE CONSCIOUS EXPERIENCE

By launching this video, FISE Montpellier is also announcing the opening of its online ticket office which will allow people to obtain their free e-ticket to access the site. From this digital stage, they will encounter one of the great novelties of the 2022 edition, which will involve them in co-constructing a more conscious experience. Integrated into a Hurricane Group global approach, and supported by the Jules brand, this new opportunity aims to motivate the 600,000 participants to better measure their impacts and collaborate to optimize them.

STREET ART GROWS

This 25th anniversary will also give pride of place to alternative cultures that shape the worlds of urban disciplines, with two areas dedicated to Art'N FISE events. They will host initiations and demonstrations by artists in the new Chill Zone, specially developed to allow spectators to enjoy a space of relaxation and activities for all, as well as battles.

URBAN SPORTS SUMMIT: PLATFORM FOR THE SPORTS INDUSTRY

Building on the success of its first editions in Montpellier and Chengdu 2019, the Urban Sport Summit will once again bring together international sports industry stakeholders for three days of conferences and workshops about Action Sports. As FISE Montpellier most awaited contests, BMX Freestyle Park, Skateboard and Breaking are on their way to Paris 2024 Olympic Games and are pushing their whole sector in their mass audience development. Still relatively confidential, the festival is an opportunity for all players in the development of world sport to understand their unique values, which drive and unite communities of enthusiasts.

NEWSROOM INFORMATION

To support you with your projects regarding the 2021 FISE season, content devoted to media will be available in the Newsroom. For further requests, feel free to reach us at: marie.r@hurcn.com / +33648349706.

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