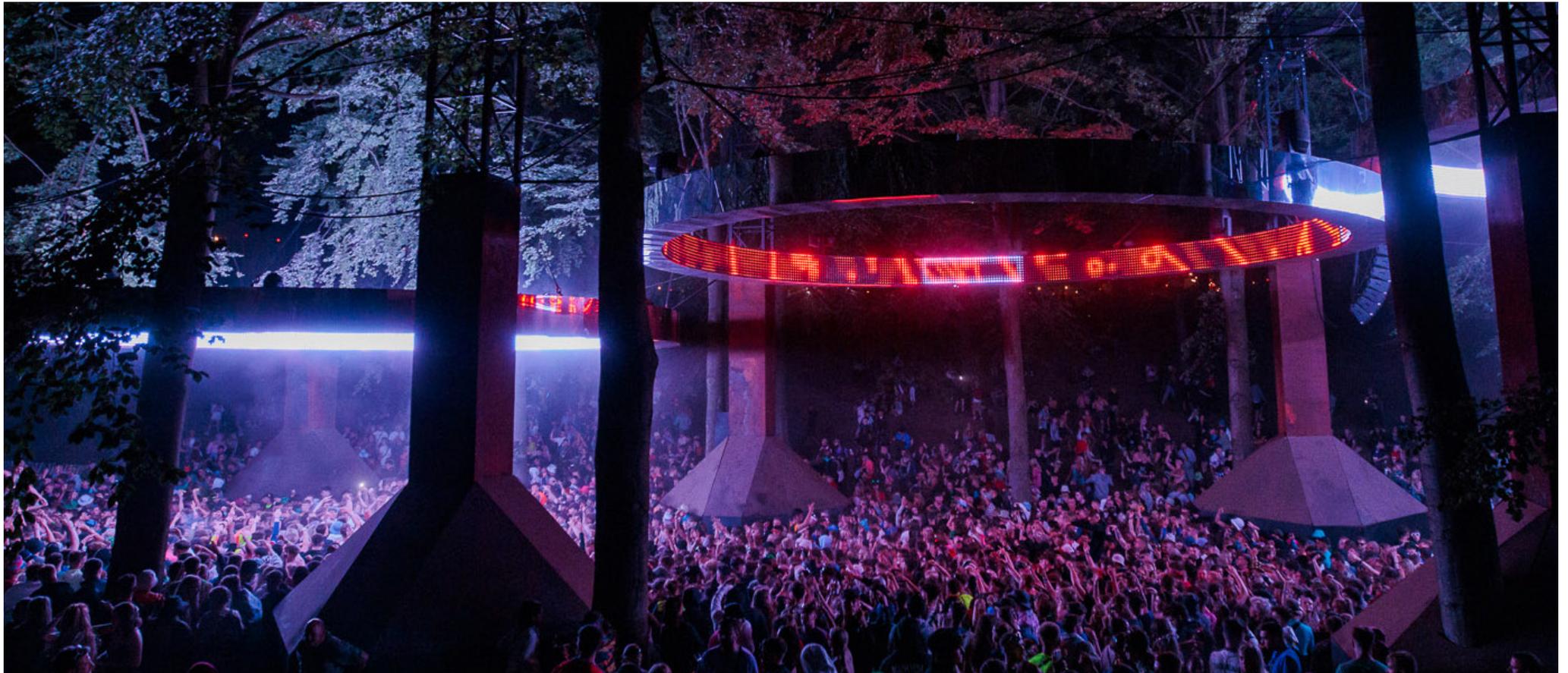




High Lights

31st May – 2nd June 2023, Barking Park

PERCOLATE



Concept

An Exploration of the Boundaries
Between Space, Sound, and Sense

High Lights is a new temporary outdoor venue concept by Percolate, who are combining 13 years of club and festival experience to present this novel electronic music experience.

Set into the wooded gardens of Barking Park, High Lights will be a unique performance installation designed to showcase artists in the most dramatic of settings with 7000 people, plus 1000 crew and guestlist per day in attendance.

Part art installation, part architectural performance arena, there has never been a space this immersive built in an outdoor setting.

Location

The installation arena will inhabit the treeline avenue at the top of the gardens parallel to the playing fields, with a second, smaller stage set into the gardens themselves.

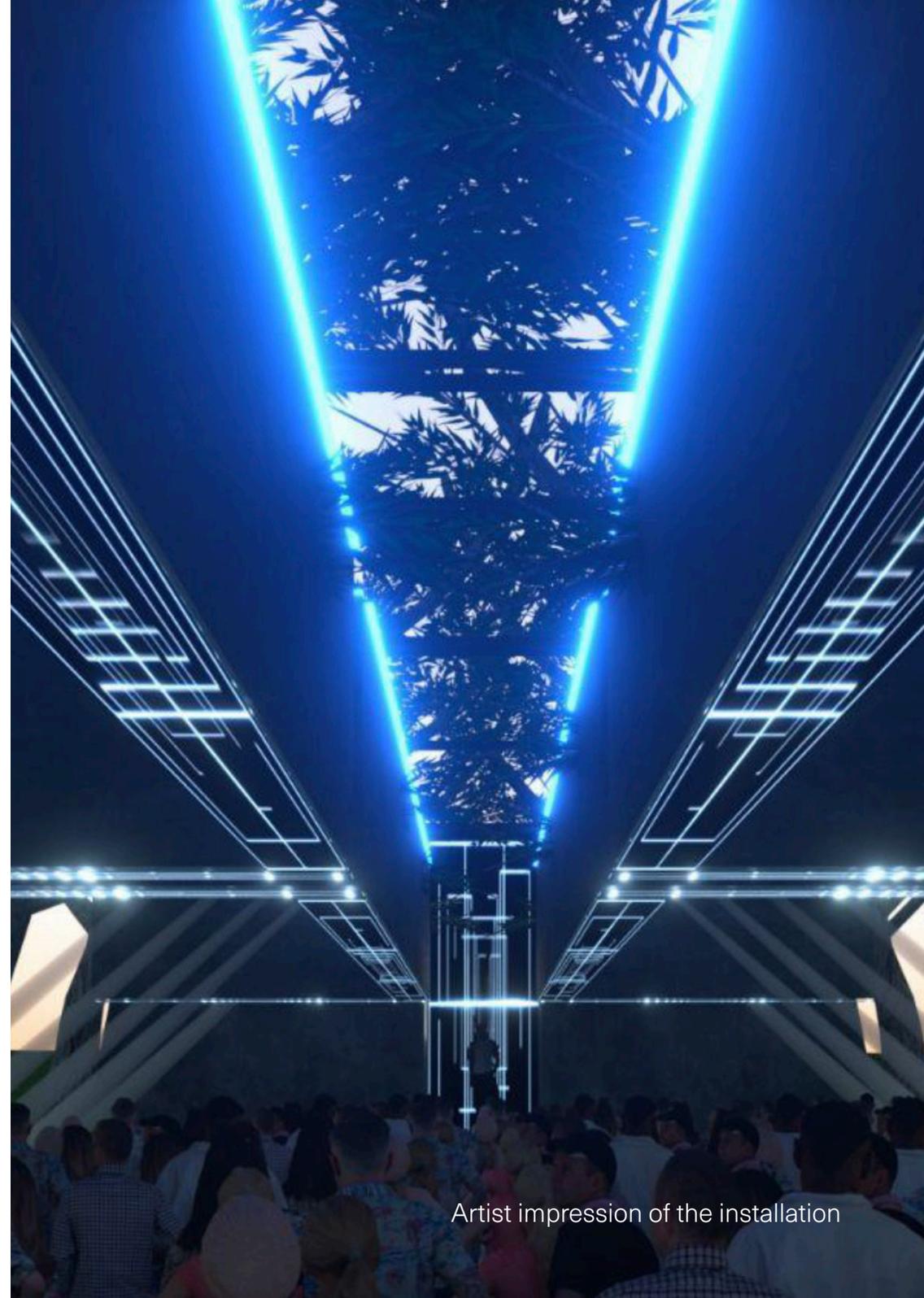
The event site will utilise the full gardens, with a mixture of public and back of house / utility areas required.



Creative

We have partnered with Lucid Creates, who will produce and operate the installation, which consists of a giant fully programmable custom built lighting concept hanging just beneath the treeline.

This will create an immersive natural space like nothing ever seen in a London park before.



Artist impression of the installation

Headliners

Each day will be headlined by a different artist, presenting a broad offering of electronic genres to attract different demographics each day.

Friday:

Max Cooper



Saturday:

Carl Cox



Sunday:

Enzo Siragusa



Audience Profile

High Lights will attract a diverse range of electronic music enthusiasts, generally ranging from 22 to 35.

We pride ourselves on the quality and diversity of the audiences that our events attract, and for High Lights this will be no different.

Whilst the broad audience will all sit within one general demographic, each day will target a certain segment of this.

Friday

- Core audience 25-35 yrs
- Split 45:55 M/F

Saturday

- Core audience 30-40 yrs
- Split 45:55 M/F

Sunday

- Core audience 25-45 yrs
- Split 50:50 M/F





Environmental

We take our responsibility seriously with respect to our environmental impact as a business. Music events can impact the parks that host them, which is why it is important to understand potential impact areas in advance of an event, so that we can work to mitigate and minimise wherever possible.

Working with BSG Ecology we have commissioned a series of studies to help us to manage environmental considerations on the site. The first of these studies has already concluded with results indicating bats as a primary consideration. Further studies will help us to fully understand the extent to which we need to mitigate and inform our production to minimise impact in this and all other respects as much as possible.



Programme Vision

During the evenings in the week we would like to run the installation as a free to attend experience for local and traveling attendees, designed as a space to come and enjoy, accompanied by quality street food low level ambient music.

This will only be possible to fully realise from 2025 onwards once we have the site for concurrent weekends and can open the site midweek for community events.

For those in the community who are interested to experience the installation in 2024 we will provide complimentary local tickets to one of our events or invite people to an open session walk through of the space.

Community

The series will be designed with certain amenities in mind so that it specifically works for the local community - being as welcoming and profitable as possible while also leaving the smallest footprint on local infrastructure.

Locals

Making sure tickets are available to local postcodes is an important consideration for Percolate, and something we have specific methods for achieving. Dedicated allocations, early access and unique price points can all be utilised to ensure locals have strong opportunities to attend.

Site Usage + Community Days

As mentioned already we intend to open the full site up to the public during the week in 2025. The site footprint itself will be kept to a bare minimum to reduce strain on the park's amenities. This means that the main area of the park (the playing fields) will remain open during the whole time we are on site.

Charity

We will dedicate funds to support local charity and environment. A £10 mandatory charitable donation will be charged to all guestlist attendees, which would be donated to a local organisation supporting children's musical outputs based on consultation with local community groups.





About Us

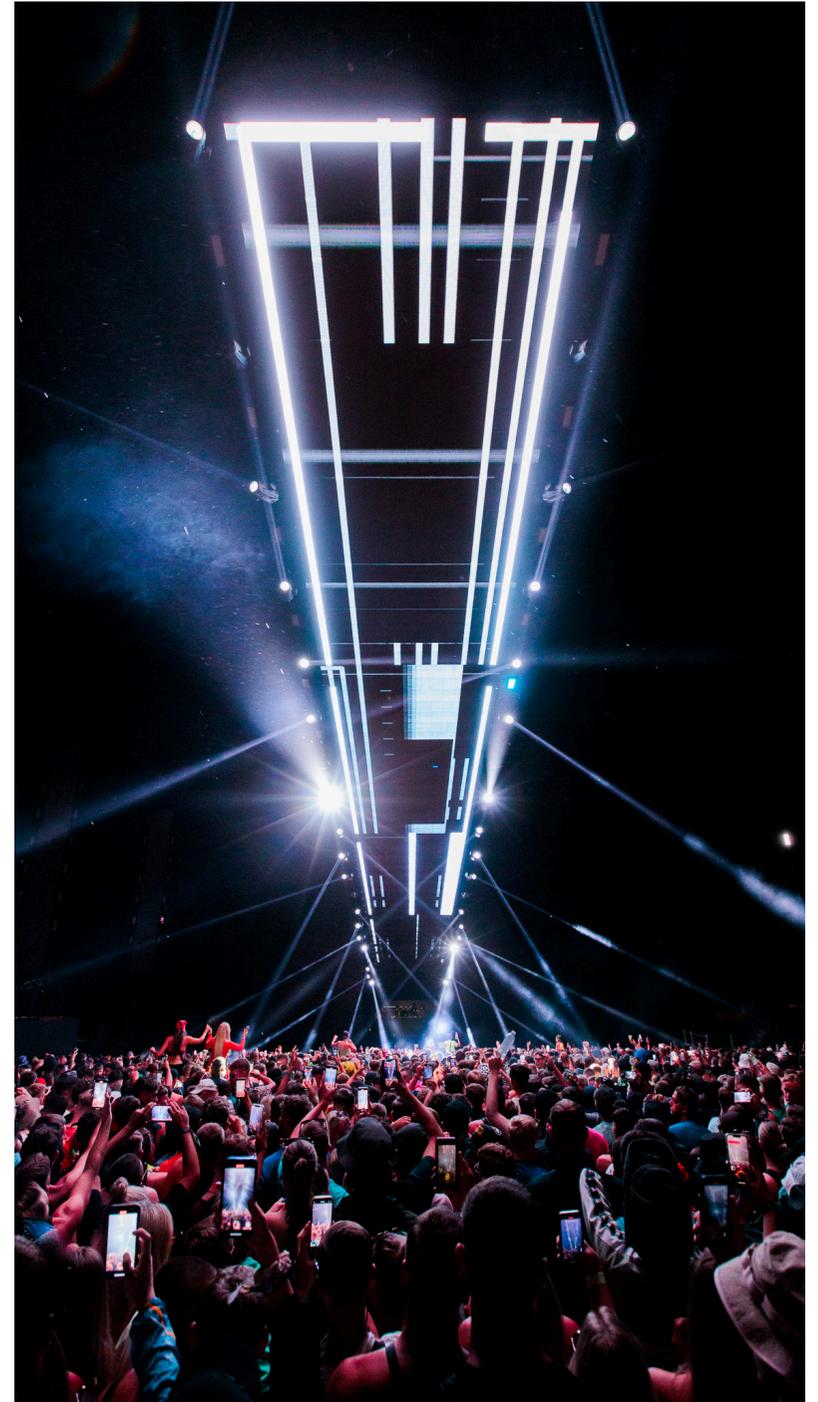
We create beautiful spaces
that bring people together

It might sound simple but it has been our philosophy over 12 years of event production experience. Putting people first extends beyond our customers, it is a mentality that affects everything we do, from our partners to our local residents, our relationships matter to us.

Percolate began as a small club event marketed to friends in East London in 2012 and has grown independently to become one of the capitals largest independent festival operators.

We pride ourselves on our non-conformist approach to creative production, always striving to produce concepts that go against the grain, leaning heavily into art and architecture cues with all of our events.

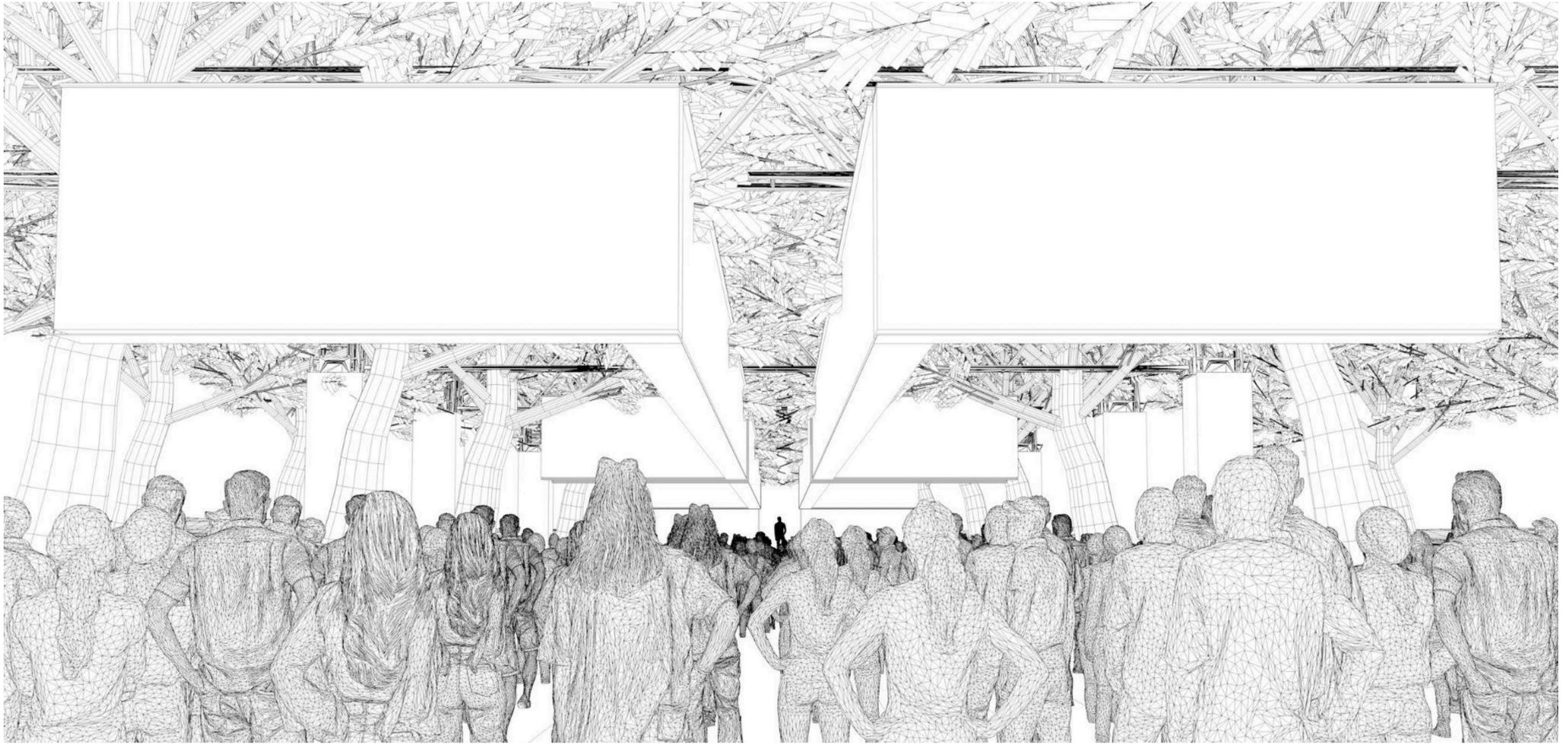
Previous Work By Our Creative Partners



Promotion

The event will be promoted as a series widely across billboard, print, and digital media with forecasted impressions reaching into the millions.





Key Information

Capacity: 7,000 + crew and guestlist per day

Dates: Friday 31st May, Saturday 1st June, Sunday 2nd June

Location: Barking Park, East London

Running Time: 12:00–22:30 (22:00 on Sunday)

Stages: 2



High Lights

PERCOLATE

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We Welcome Your Feedback

percolatemusic.co.uk/barkingcommunity