

Press release

IFA Moments launches: Where tech meets culture – IFA Berlin cooperates with Home Again Club Festival

Berlin, 27 May 2025 – IFA Berlin, the world's largest home and consumer tech event, brings back **IFA Moments** – a platform for cultural highlights that extends well beyond the main event in September and unfolds throughout the year. The campaign kicks off with a partnership with the **Home Again Club Festival**, taking place at Berlin's **Club Revier Südost** from **28 May to 2 June 2025**.

The *IFA Moments* campaign launches with a clear focus: **Tech meets Techno**. Loud, creative and deeply rooted in Berlin's club scene, it forms a space where culture and innovation collide – uniting electronic music, community and future-facing technology. Headline acts include **Peggo Gou, Solomun, Helena Hauff, Job Jobse, I Hate Models, Octo Octa and many more**.

At the heart of this collaboration with the Home Again Club Festival is the panel "**Innovation, imagination and the future of the music scene**", on **31 May**. Artists, DJs and tech visionaries will explore how sound, innovation and community co-create tomorrow's cultural spaces – openly, inspiringly, and with a visionary spirit. Expect fresh perspectives, honest conversations and a preview of how IFA Moments is redefining what a tech platform can be.

"With Home Again Festival, we've found a partner who shares our vision: To make technology something you don't just see but feel and experience. In the club, on stage, and through dialogue. Technology is part of a wider cultural movement and that's exactly what we aim to highlight with IFA Moments, as our contribution to the cultural scene," says Leif Lindner, CEO of IFA Berlin.

IFA Moments creates direct exchange between brands, artists, communities and technologies. Through events, co-creations and creative partnerships, IFA Berlin makes it clear: IFA is not only the world's largest consumer tech event – it's also a platform that drives cultural momentum, enables meaningful encounters, and opens new perspectives at the intersection of tech, culture and community disciplines.

Learn more about the *IFA Moments* platform and the 31 May panel at:
ifa-berlin.com/ifa-moments

Contact:

IFA Berlin PR team

Sonja May
Director PR & Corporate Communications
s.may@ifa-management.com
+49 1515 1577525

Gioia Zoli
Head of International PR
g.zoli@ifa-management.com
+49 (0) 30 3983099-501