



Press release

IFA 2026: Rapper Luciano live at the IFA Sommergarten

Berlin, 21 November 2025 – IFA Berlin, the world's largest event for home and consumer tech, announces the first artist for the IFA Sommergarten 2026: Rapper Luciano, presented by Fritz (rbb).

The Berlin-based rapper Luciano will perform live at the IFA Sommergarten on 4 September 2026 - with a mix of rap, trap and hip-hop. The performance also marks the finale of his Summer Open Air Tour 2026 with eight shows across Germany.

Technology meets pop culture

In 2026, the IFA Sommergarten will once again demonstrate that technology and culture belong together. While the latest innovations from around the world are presented in the exhibition halls, a party will be taking place outside – with artists who inspire and connect young people.

'The IFA Sommergarten stands for what IFA is all about: energy, creativity and community. The fact that Luciano is ending his tour with us underlines how closely tech, music and youth culture are linked today,' says Leif Lindner, CEO of IFA Management GmbH.

The stage for tomorrow's consumers

The IFA Sommergarten is more than just a concert stage. It forms the cultural heart of the IFA and brings people together across generations. With formats such as the Sommergarten, the IFA specifically welcomes the 'consumers of tomorrow' – Gen Z and Gen Alpha – to the exhibition grounds. Here, they experience technology as part of their everyday lives.

Successful Sommergarten concept to be continued

Following the success of 2024 and 2025 with over 45.000 visitors in total and show acts such as Bryan Adams, 6PM Festival, Ikkimel, Deine Cousine, EVIL JARED x KROGI, Berlin newcomer Sorvina, Danilo Timm & Anne West, and the popular podcast duo Jan Böhmermann and Oli Schulz from Fest & Flauschig, IFA is continuing the successful format in 2026 – even bigger and more diverse.

Tickets will be available from tomorrow, 22 November 2025, at eventim.de.

IFA 2026 takes place from 4–8 September 2026 in Berlin.

About IFA Berlin

IFA Berlin is the world's leading event for home and consumer technologies and celebrates over a century of innovation. Since 1924, IFA Berlin has been the leading global platform where technology leaders, innovators and industry experts come together to showcase groundbreaking products and shape the future of consumer electronics. The event takes place every year in September in Berlin.

Further information on IFA Berlin 2026: www.ifa-berlin.com

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