

TREES

**A FESTIVAL  
COMMUNITY  
ROOTED IN  
MUSIC**



**TREES**

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# PURPOSE

Provide a unique music festival environment for bands and audiences to co-exist as a community, where individuals feel free to be themselves.

# AMBITION

Maintain the independence of Trees to strengthen its distinctive character and community spirit while finding new ways of intensifying and extending the experience for its participants.

# OUR FAMILY GATHERING

Trees is more than an event. It's a family gathering based on positive community values:

## COMMON CULTURE

## SENSE OF UNITY

## KINSHIP

## COLLECTIVE WELLBEING

Music is the foundation for these positive values. Music brings this extended family together, giving everyone a powerful and vivid shared experience. This experience lingers long after the festival is over.

Our mission is to recreate these conditions for each Trees event, providing a platform that sustains this communal feeling. It should offer something that feels fresh and exciting but familiar – a reassuring intensity.





# COMING HOME

When you come to Trees, you can be yourself and be who you want to be.

We aim to create the perfect conditions for you. We want you to take the essence of the festival away with you when you leave.

When you return to Trees, you should feel you're instantly reconnecting with the community and the festival's distinctive, independent character.

**It should feel like coming home.**

# STORY-TELLING AND ALTERED STATES

We help the bands we love tell their stories to enthusiastic followers.

Each Trees festival is a unique celebration. Bands and their audiences come together in an extraordinary atmosphere.

This togetherness is tangible. It combines physical presence with an altered state of mind to create a clear sense of belonging.



# INDEPENDENCE IS OUR FREEDOM

By keeping our independence, we've stayed true to our roots. This gives us the freedom to shape the future of Trees festival to ensure it always retains its community spirit.

Rather than simply follow the money, we've put the experience first and set our own boundaries.

These boundaries don't limit us they define us.





# HAPPINESS HITS HARDEST

The most important thing we can give our extended Trees family is happiness.

Happiness has an enormous impact. As an emotionally engaging experience, the festival is a vehicle for delivering happiness.

During the festival, the bands and the audience merge as a single community with a common culture:



Smaller bands get to play in front of bigger crowds in a setting that supports and enhances their performances



Established bands reconnect with their loyal followers and their music reaches fresh ears



The audience forms a tight bond with the performers, generating concentrated, positive energy that everyone feels and feeds off.



# EXPLORING EXPERIENCES

We're actively exploring on behalf of our community, finding different bands and new experiences for them.

What we bring back shapes the festival and how it engages the community at its core.

We look for bands who'll fit in with the mood and character of the festival, where we can embrace them as part of the Trees family.

# WE GIVE AND GET BACK

The Trees community rewards us with loyalty, enthusiasm and participation – we know the festival is only as strong as the people it attracts.

We treat our entire community of audience, bands and festival staff how we would want to be treated as individuals.

**Trees is about being generous and getting something back in return.**

