

Arrival festival brings top DJs to Edmonton

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For Metro

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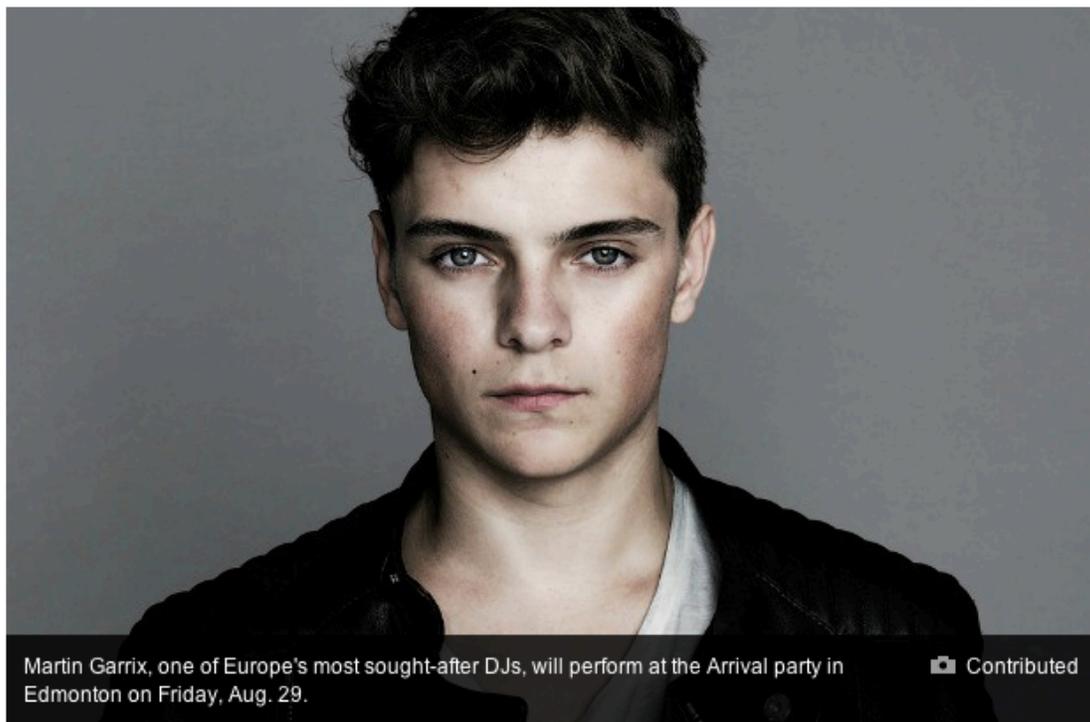
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Martin Garrix, one of Europe's most sought-after DJs, will perform at the Arrival party in Edmonton on Friday, Aug. 29.

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For the first time, Blueprint entertainment is bringing its legendary west-coast music festival to Alberta — first in Edmonton on Friday night, followed by another show in Calgary on Saturday. Called Arrival, the event features performances by top DJs from around the globe, including Martin Garrix and Matthew Koma. Alvaro Prol, co-founder of Blueprint, says expanding into Alberta was a logical next step.

“We believe Alberta is really starting to become alive. A lot of people were coming to our shows here, so we decided it was time to come to Edmonton. It was a nice progression of our brand, it’s the right time to grow the company,” he says. The show will feature one of the most sought-after DJs in Europe, Martin Garrix, who will be making his first visit to the capital city. The DJ’s popularity exploded with the release of *Animals* in 2013. “Animals has changed everything,” he says. “Before that, I was just like a lot of other artists trying to make important steps in my music career. And, that will never stop. I’m always looking for the next step I have to make.”



Arrival organizers say they rely on their industry reputation to attract strong talent such as Garrix. “We were doing great shows and taking care of our talent really well and people respond really well to that,” says Prol. “We think of ourselves as fans first. And we want to create a good experience for the people that come out. The artists entertain and they bring the people, so we need to take care of them.”

With the guest experience in mind, Prol also notes he hopes party-goers respect the venue, especially in light of this summer’s festival fatalities and medical-aid treatments related to drug use. “For us, we only work with professional venues but this can unfortunately can happen anywhere, so we really rely on our venues to make sure we are triple, quadruple checking to make sure people are safe. Their care is our number one thing. The main thing we want is people to have a really good time, but to get home safe.”

Details

- **Arrival** takes place Friday, Aug. 29 at the Shaw Conference Centre. Doors open at 8 p.m. Show is 18+ only.
- Tickets range from \$79 to \$99, plus fees, and are available through Ticketmaster.