



Press release

## Diamonds for Tomorrowland's 10 year anniversary

**Thursday, July 17, 2014 - The Antwerp Tomorrowland festival has been around for a decade and is celebrating its 10 year anniversary with the appropriate festivities. The Antwerp World Diamond Centre is happy to play a part in the realization of this festive event and is granting 300 festivalgoers a unique look at the world of diamonds. AWDC is also giving them a chance to win an exclusive diamond.**

The first weekend of Tomorrowland doesn't start until tomorrow, Friday, July 18, but Belgium is already immersed in a magical atmosphere. This morning the first festivalgoers' party flights landed in Zaventem and about 300 visitors, who had already arrived earlier, were taken on a 'Belgian Journey'. They visited Antwerp and found out that Belgium has more to offer than fries.

Last year, 20,000 visitors traveled through Global Journey to Tomorrowland. The party already got started today (Thursday) on the three party flights from Munich, Frankfurt and Oslo. Well-known DJs such as Yves-V and Wolfpack recreated Tomorrowland aboard the plane with uplifting beats. The trains that took the festivalgoers to Belgium were magically dressed as well. The visitors will also enjoy a magical stay in one of three unique Tomorrowland hotels.

Chocolate and beer are what usually comes to mind when people think of Belgium. To show the festivalgoers that our country has so much to offer, about 300 early birds got to spend a day in Antwerp. They flocked to the Diamond District by bike, where they discovered the MAS museum, enjoyed Belgian Beer & Chocolate at 'Felixpakhuis' with a giant chocolate fountain and they were shown around the diamond pavilion. The festivalgoers closed their Belgian Journey with a unique diamond cocktail.

Margaux Donckier, spokesperson for the AWDC: "Tomorrowland and the diamond industry have much more in common than you may think at first sight. Both are a global showcase for Belgium and they put Antwerp on the map. Reason enough for us to join forces to celebrate the festival's 10 year anniversary."

### DIAMOND PAVILION

The 300 foreign guests end their day at 't Eilandje (translation?) at the diamond pavilion. There they receive a glass of champagne containing a small stone, and they can have their picture taken with both the diamond tennis racket and the diamond boots. When the guests leave the pavilion, the stone in their glass of champagne is checked for authenticity and if they're lucky, they get to go home with a real Antwerp diamond.

"We obviously do not hand out diamonds every day," says Margaux Donckier, "but for Tomorrowland we like to make an exception. It fits into the concept of the festival, where tension is built up, senses become excited, and you encounter one surprise after another. Just like Tomorrowland, diamonds come with a festive and exclusive atmosphere. The foreign festivalgoers will also return home as the perfect ambassadors to Belgium, with a unique story about Tomorrowland and the Antwerp diamond. "

# Diamonds love Antwerp

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**Antwerp World Diamond Centre (AWDC)** is the coordinating body and the official representative of the Antwerp diamond sector. AWDC promotes the entire diamond industry at home and abroad and is internationally recognized as the host, spokesperson and intermediary for the entire Belgian diamond community.

84% of all rough diamonds and 50% of all polished diamonds pass through Antwerp. Diamonds represent 5% of the total Belgian exports and 15% of all Belgian exports outside the EU, making diamonds the most important export product outside the EU.

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