



YURTOPIA

## ABOUT FESTIVAL

**YURTOPIA** – is a brand-new, unique music festival with its own culture code. **YURTOPIA** is an exciting mix of nomadic traditions and festival vibe. Here, the majestic legacy of the digital era and the spirit of the Great Kazakh Steppe are intertwined.

**YURTOPIA** will be located in the very heart of the endless steppe, in a territory permeated with powerful energy and the spirit of antiquity. At the foot of the centuries-old mountains, on the land that has served as a home for many nomadic peoples for centuries, an amazing point of fusion of eras and traditions will appear.



## MISSION

In Kazakhstan, hundreds of nationalities intertwine and create a completely new, unique identity. This is a modern community, deeply integrated into world culture, that values the heritage of its ancestors and confidently looks to the future. Our fundamental mission is to open up Kazakhstan and its community to the world.

The world of **YURTOPIA**






**YURT** symbolizes the home and heritage of nomadic peoples, and **UTOPIA** opens up an ideal future for us.

**YURTOPIA** stands out with its unique symbiosis of the nomadic lifestyle and deep immersion in the digital world.



The colors of the **YURTOPIA** have been given by the **NATURE** of the location, the craft of nomads and **DIGITAL CULTURE**.

The full color palette consists of 5 categories and expressed in 25 shades.

 LOCATION	 NATURE	 ETHNO	 DIGITAL	 OTHER WORLDS
<b>#F33829</b> RGB 243/56/41 CMYK 0/87/82/0 Pantone Warm Red C	<b>#55E5B5</b> RGB 85/229/181 CMYK 63/0/43/0 Pantone 3385 C	<b>#CB8B3B</b> RGB 203/139/59 CMYK 18/47/83/7 Pantone 7510 C	<b>#DA212F</b> RGB 218/33/47 CMYK 6/95/80/0 Pantone 1788 C	<b>#DAFF00</b> RGB 218/255/0 CMYK 30/0/100/0 Pantone 389 C
<b>#FF992A</b> RGB 255/153/42 CMYK 0/42/85/0 Pantone 137 C	<b>#FF5200</b> RGB 255/82/0 CMYK 0/78/97/0 Pantone Orange 021 C	<b>#9B7D6F</b> RGB 155/125/111 CMYK 32/44/46/23 Pantone 7614 C	<b>#6EFFFF</b> RGB 110/255/255 CMYK 57/0/0/1 Pantone Blue 0821 C	<b>#C50065</b> RGB 197/0/101 CMYK 16/100/25/5 Pantone Rubine Red C
<b>#A79A59</b> RGB 167/154/89 CMYK 34/29/70/12 Pantone 5835 C	<b>#920F1D</b> RGB 146/15/29 CMYK 26/100/87/29 Pantone 7427 C	<b>#7E2C35</b> RGB 126/44/53 CMYK 32/86/61/41 Pantone 7428 C	<b>#7C000C</b> RGB 124/0/12 CMYK 3/100/76/61 Pantone 188 C	<b>#652AC0</b> RGB 101/42/192 CMYK 77/86/0/0 Pantone 266 C
<b>#607493</b> RGB 96/116/147 CMYK 66/43/23/7 Pantone 7667 C	<b>#042C5B</b> RGB 4/44/91 CMYK 100/80/0/45 Pantone 648 C	<b>#4E6620</b> RGB 78/102/32 CMYK 69/38/100/30 Pantone 378 C	<b>#0B2931</b> RGB 11/41/49 CMYK 98/68/56/71 Pantone 546 C	<b>#CCA800</b> RGB 204/168/0 CMYK 20/28/98/7 Pantone 103 C
<b>#19010A</b> RGB 25/1/10 CMYK 60/92/55/90 Pantone 4975 C	<b>#010A16</b> RGB 1/10/22 CMYK 97/82/53/86 Pantone 5395 C	<b>#011316</b> RGB 1/19/22 CMYK 96/71/61/85 Pantone 5463 C	<b>#03080C</b> RGB 3/8/12 CMYK 90/78/61/92 Pantone 276 C	<b>#0F002B</b> RGB 15/0/43 CMYK 100/100/0/80 Pantone 2755 C



**ASTRAGALUS**

Creation, balance  
and harmony of space



**TULIPA MONTANA**

Divine origin,  
perfection



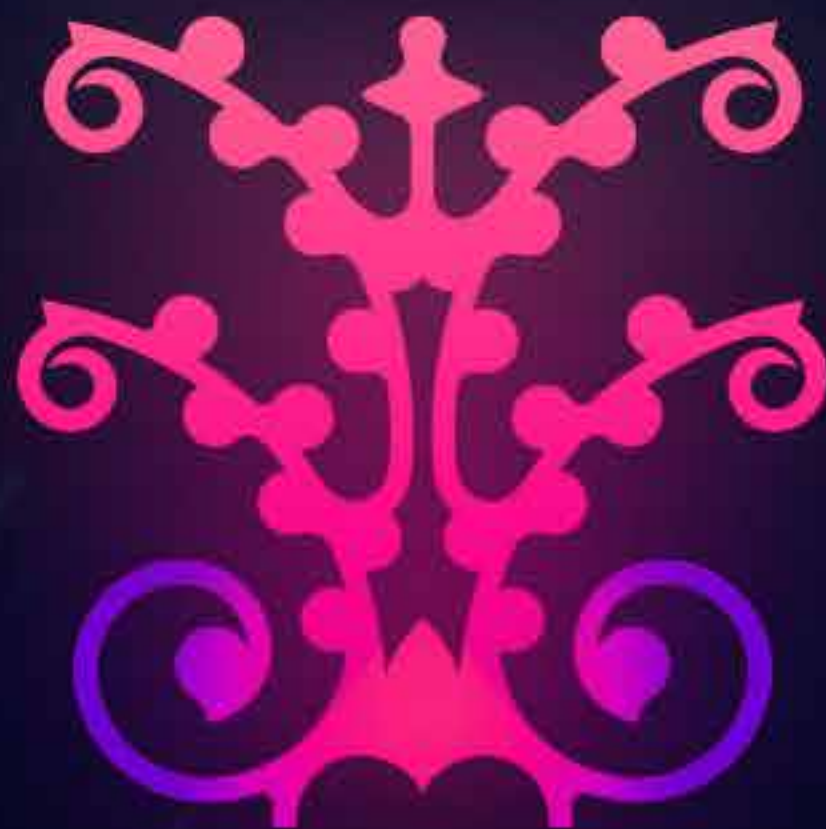
**ARTEMISIA**

Protection from evil forces,  
unity with nature



**IRIS**

Wisdom, fearlessness  
and faith



**ТАМАРИКС**

A sacred tree that connects the heavenly,  
earthly and underworlds



**СТИПА**

A time conductor, connecting  
the past and the future



**HARMAL**

Conductor of pure energy  
and light spirits of the Steppe



**HALOXYLON**

Natural strength  
and endurance



**TULPARS**

Loyalty, courage and the power of Heaven



**SWALLOW**

Resurrection and a new beginning



**RAM**

Fertility and abundance, prosperity



**WOLF**

Protection, loyalty



**GOLDEN EAGLE**

Freedom and courage



**ARGALI**

Chosenness and masculinity



**CONNECTION**



**TUMBLEWEED**



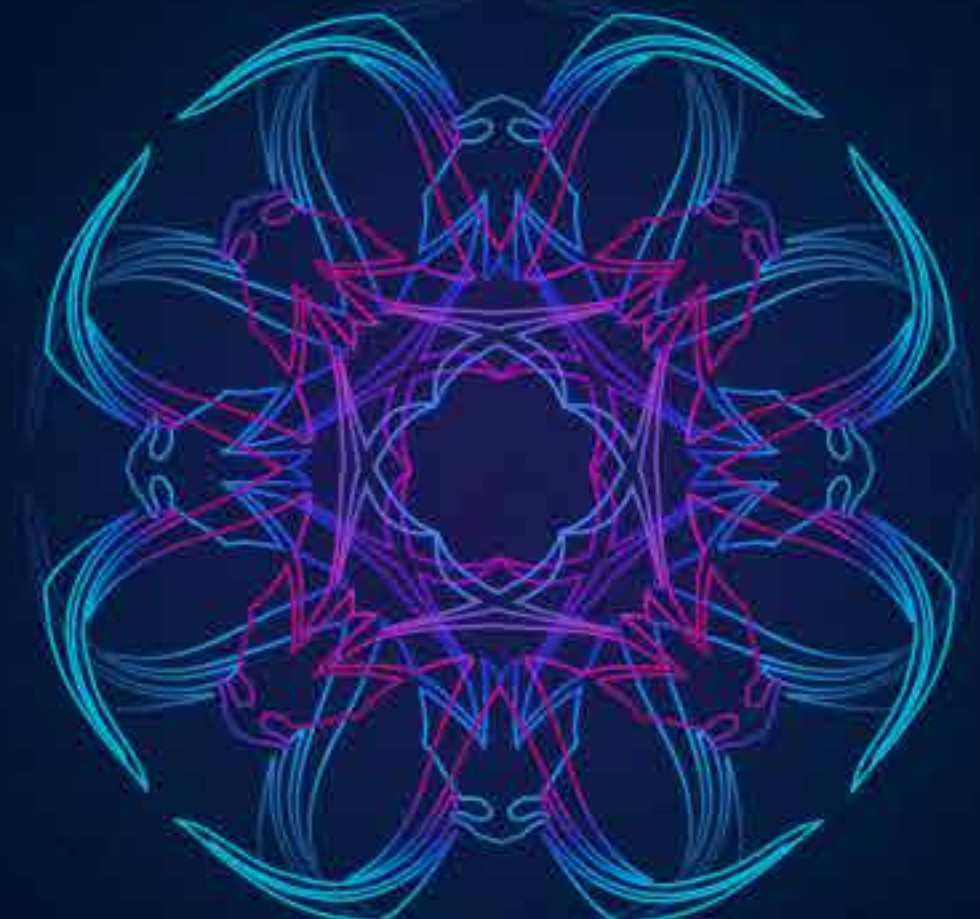
**TULIPA MONTANA**



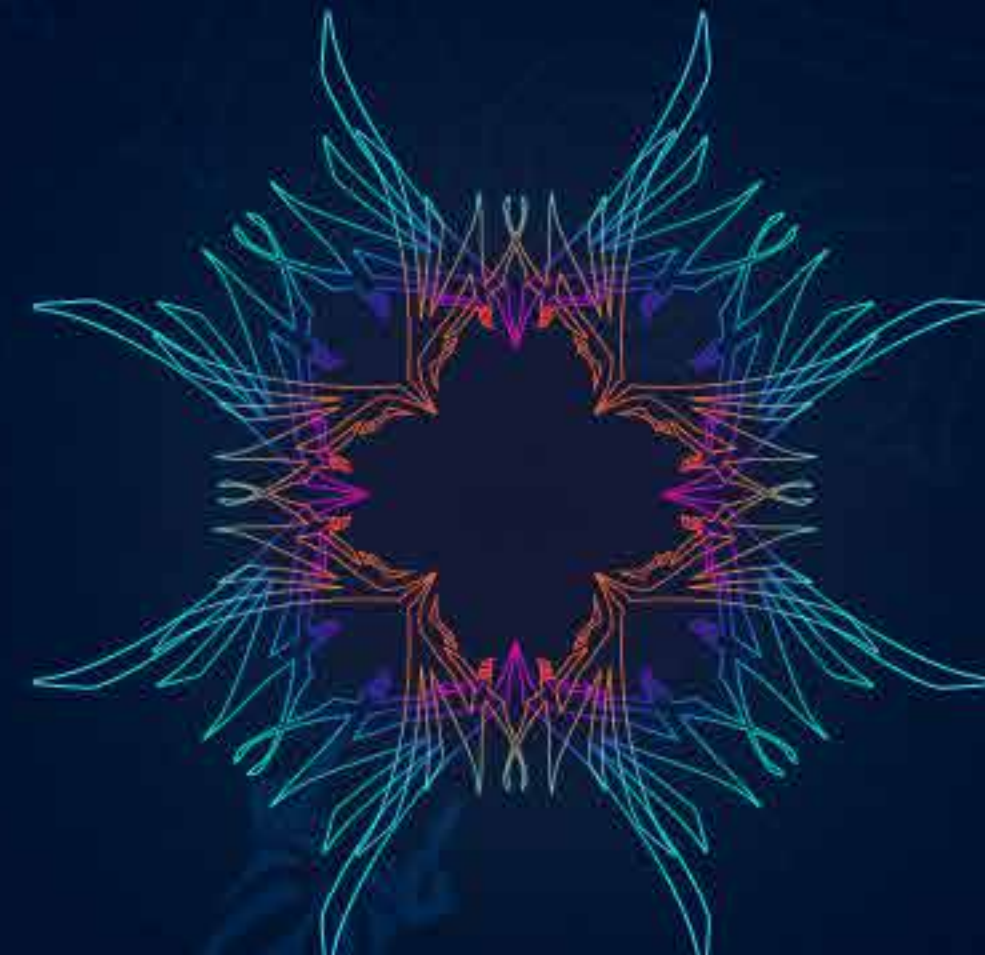
**ARTEMISIA**



**WOLF**



**ARGALI**



**EAGLE**



**ASTRAGALUS**



## DJ YURTOPIA

**DJ YURTOPIA** is the ambassador of **YURTOPIA** in the music world.

**DJ YURTOPIA** will perform, collaborate and do releases.

With various artists, at festivals and digital venues.

This will help the project expand contacts, establish communications and advertising, and also give additional brand recognition, both in the professional music world and among the target audience.



## THE CONCEPT

# PORTAL

**YURTOPIA** gathers like-minded people and opens a portal to a space in the bizarre pattern where the past, the present and the future are intertwined.

A unique synthesis of ethnoculture, modern technologies and digital art has taken the direction towards the future. That exact future where music, unity and freedom of body and spirit prevail.



## CONTENT

Festival will offer a whole range of various performances and entertainment:

### **SPECTACULAR**

Dance, circus and audiovisual shows accompanied by exclusive soundtracks, original video content and stage special effects.

### **INTERACTIVE**

Guests of YURTOPIA will be able to explore the limits of human capabilities in interactive performances.

### **EXPERIMENTAL**

Alternative recreation lovers can devote time to master classes, yoga, esoteric relaxation practices.





## LINE-UP

Forming a line-up is an important strategic step, so in addition to extensive combined experience and love for electronic music, our team will also refer to the global case of the most successful commercial festivals.

**ENVISION**  
FESTIVAL

Burning Man  Project

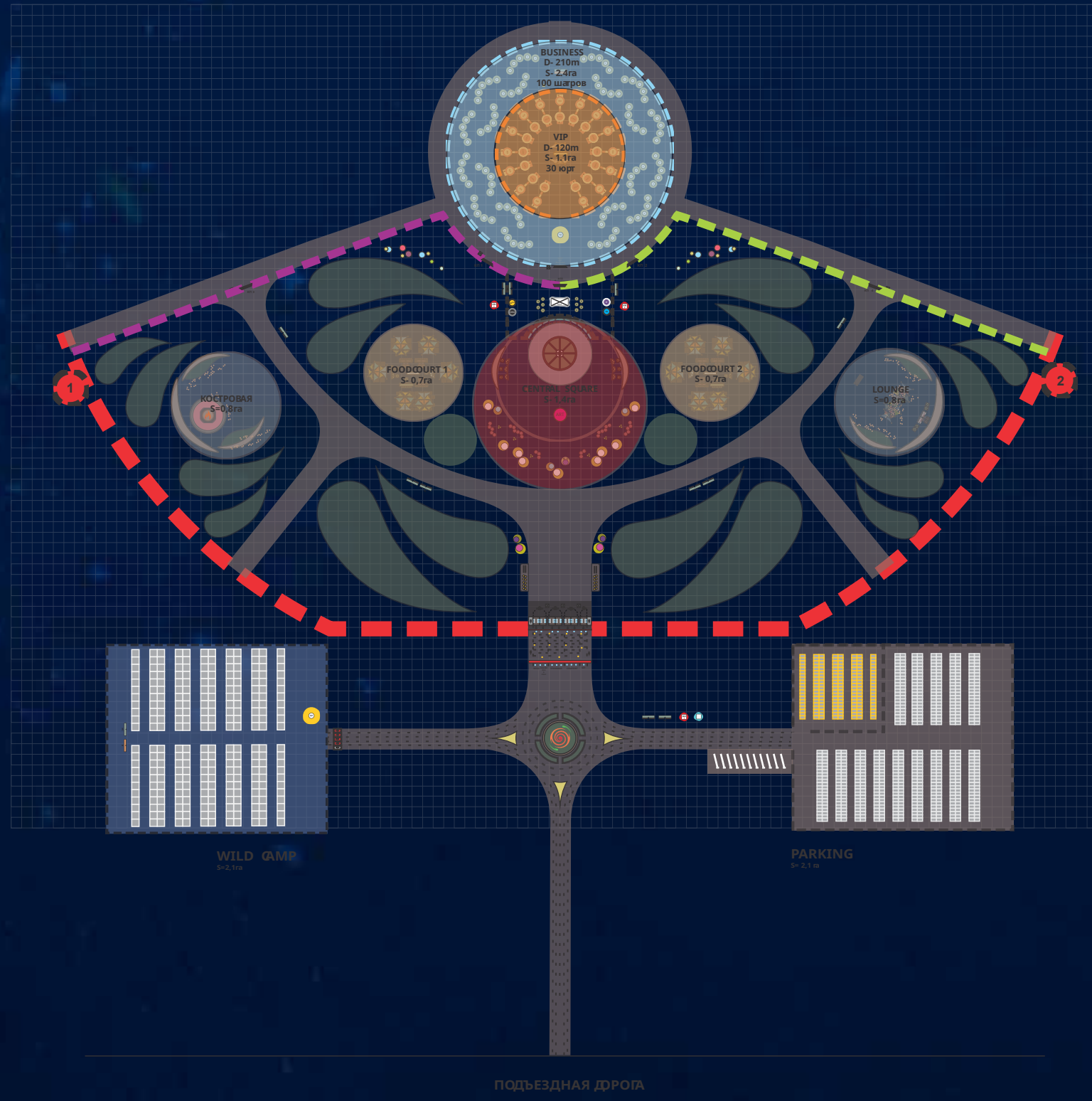
**CREAMFIELDS**  
2024 



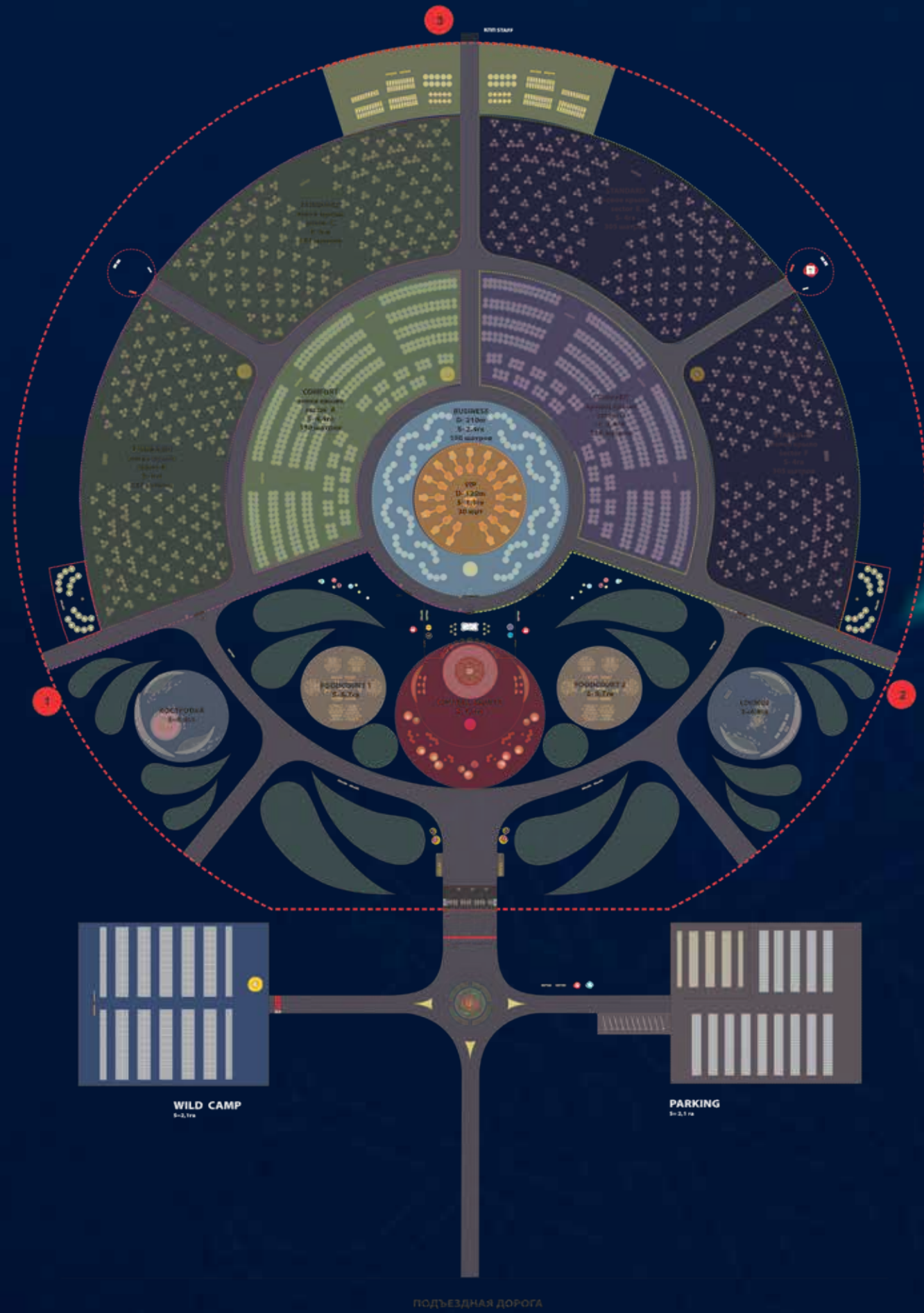
**TOMORROWLAND**  
LIVE TODAY LOVE TOMORROW UNITE FOREVER

 **ULTRA**  
musicfestival®

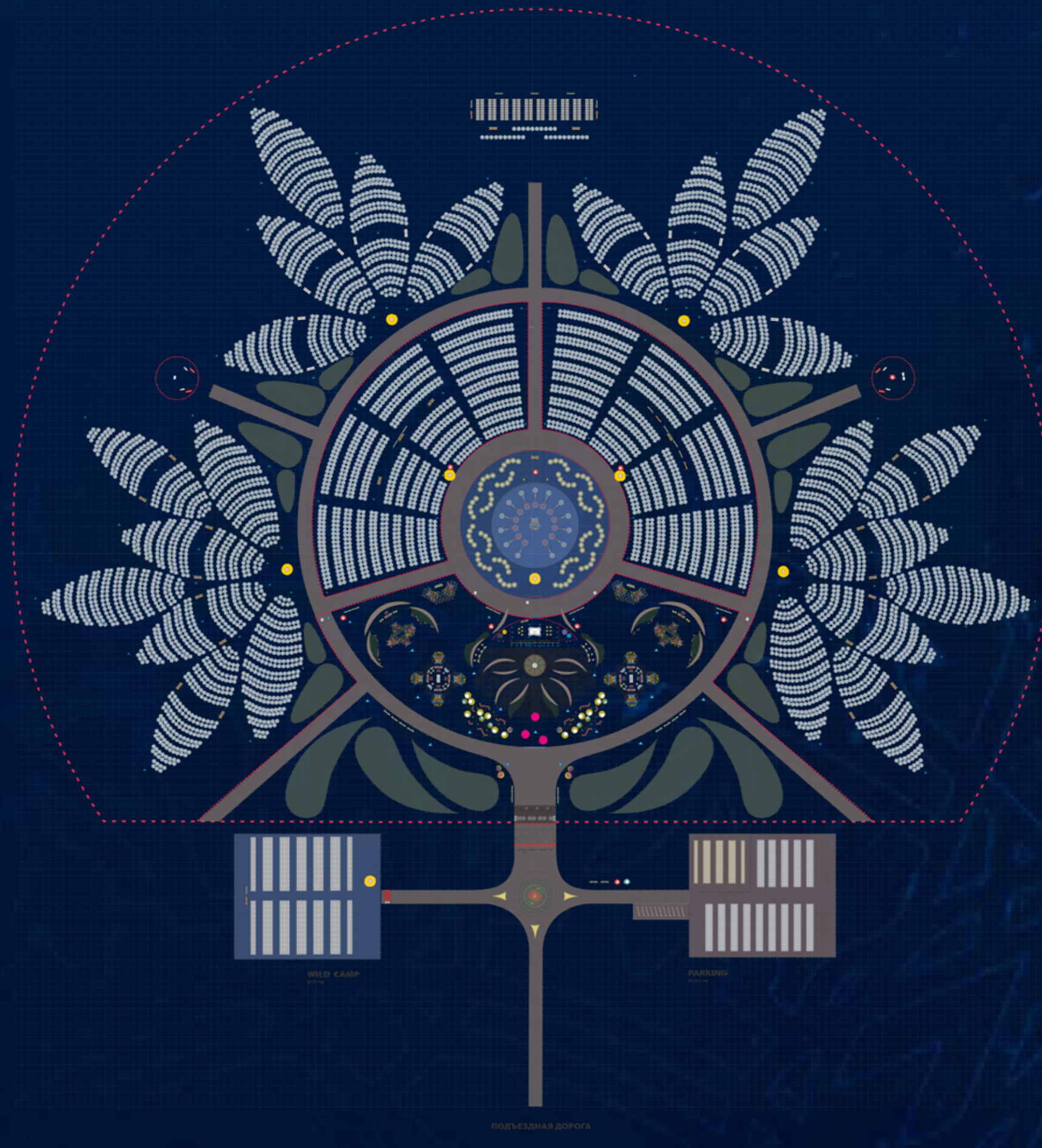
 **BOOM**  
FESTIVAL



500 



5000 



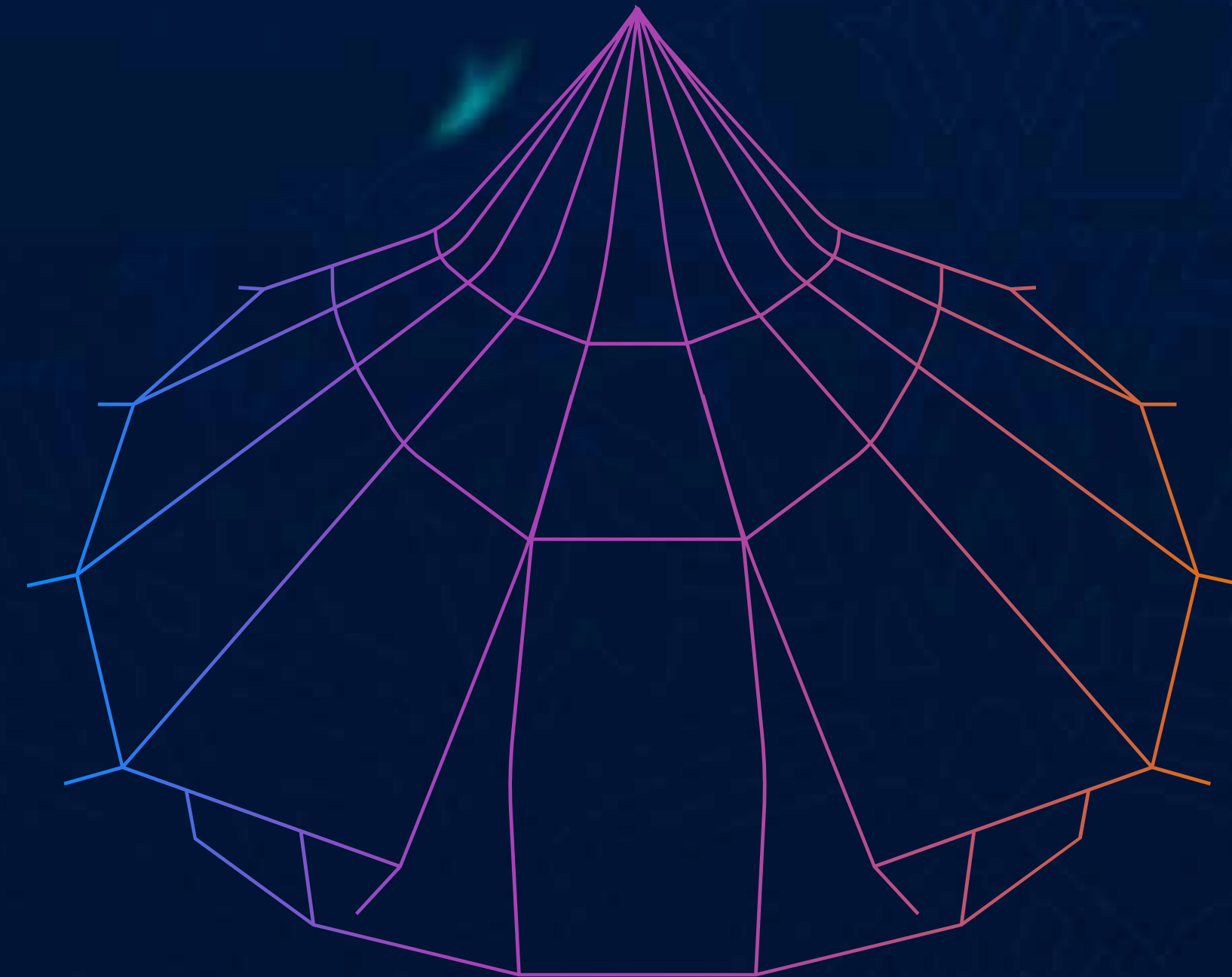
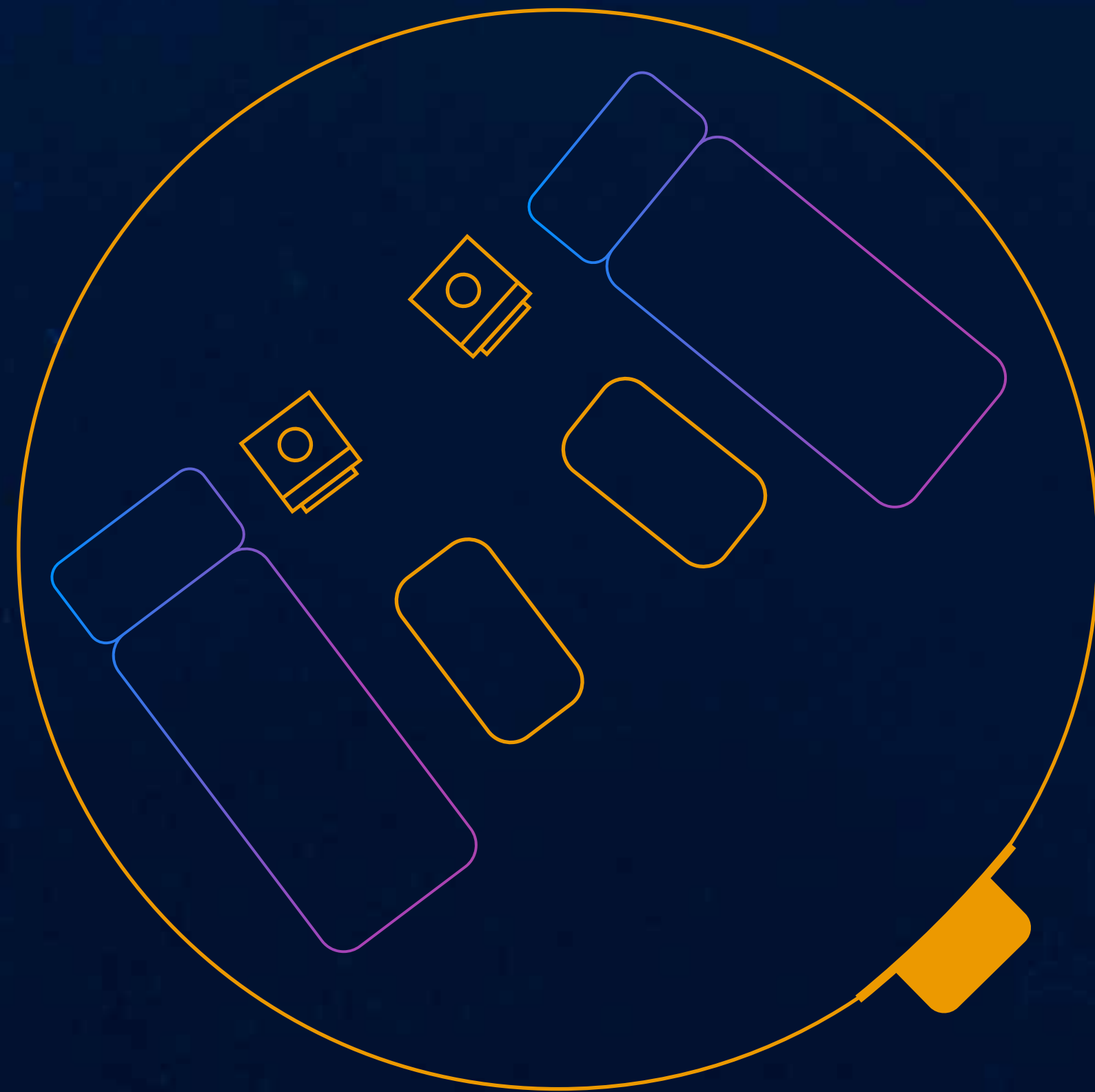
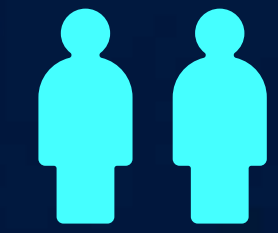
15000 

# THE VALLEY OF THE WINDS (BELL TENTS)

QTY: 700 UNITS.

S = 12.5 M<sup>2</sup>

ACCOMM.: 2



2.8 M

4 M



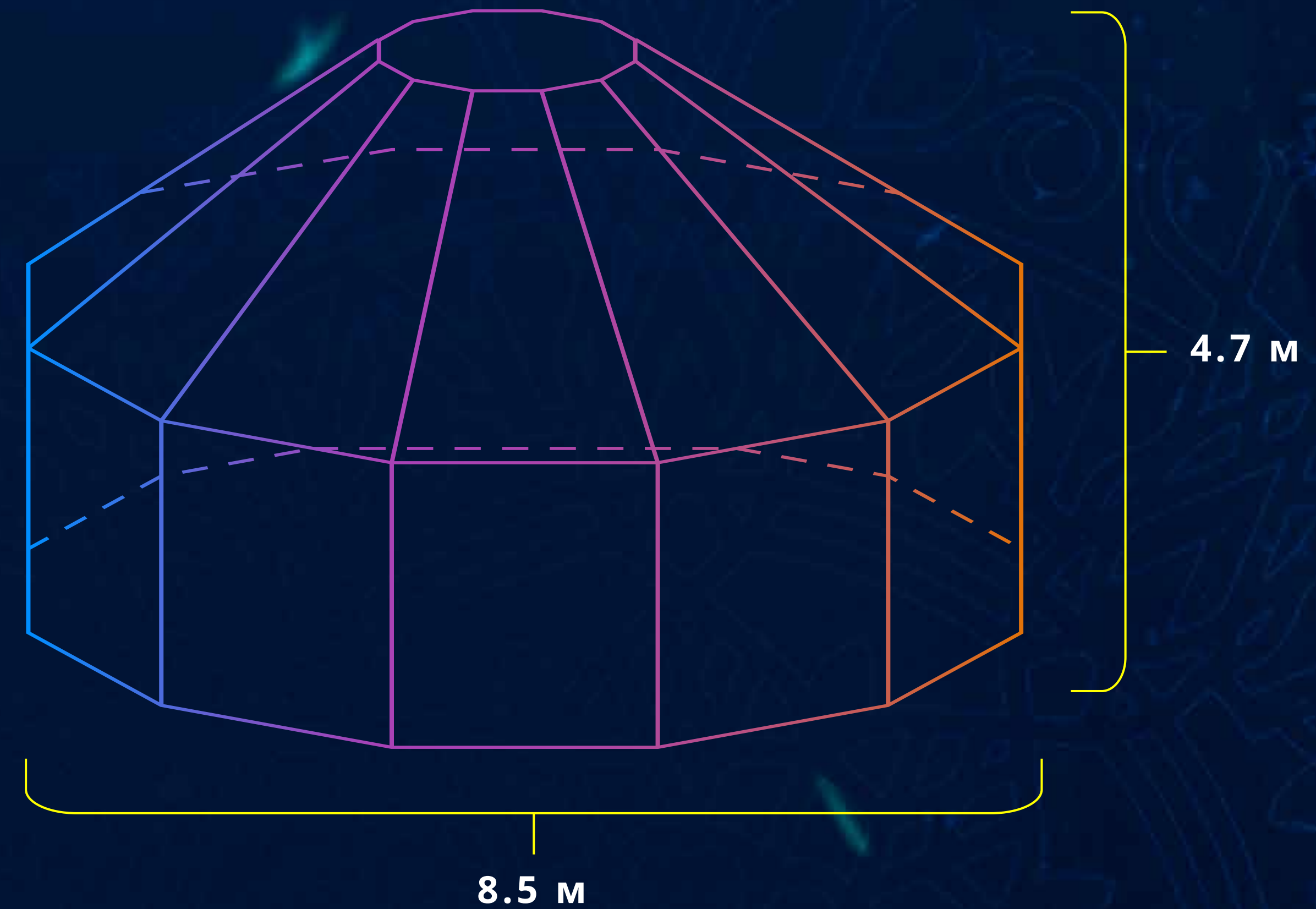
# THE VALLEY OF THE WINDS (BELL TENTS)

# THE VALLEY OF THE NOMADS (YURTS)

QTY: 20 UNITS.

S = 53 M<sup>2</sup>

ACCOMM.: 2-6





# THE VALLEY OF THE NOMADS (YURTS)



YURTOPIA

**RAKHMET!**

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