AIR GUITAR WORLD CHAMPIONSHIPS

# Make Air Not War

Hanna Ikonen, Airnest Productions

# SINCE 1996

Air Guitar World Championships (AGWC) is an **internationally protected trademark** and a creative brand with unique niche appeal – for world peace with zero guitars.

The contest has gone world-wide with **massive international press coverage, several official national championships as well as tons of devoted fans**.

# IDEOLOGY

**Wars would end, climate change stop and all bad things disappear, if all the people in the world played the Air Guitar.**

When you're holding
an air guitar you can't be
holding a gun

# SUSTAINABLE EVENT PRODUCTION

**EcoCompass certification** within Oulu August Festival since 2018.

**First events in Northern Finland!**

EcoCompass is based both on the respective Nordic environmental management systems and international standards on environmental management.

# SYMPOSIUM FOR CLIMATE CHANGE AND WORLD PEACE

## CULTURE

We bring art and culture close to people together with Oulu August Festival.

## KEYNOTES & PANEL DISCUSSIONS

Special focus on youth and positive encouragement.

## SOLUTIONS

Companies and organisations share their solutions on fighting climate change.

## IDEA COMPETITION

Top three will be awarded with money checks and sparring to further develop the ideas.

We feel that climate change is the BIGGEST THREAT TO PEACE.

We ALL KNOW WELL the problems the changing climate will cause if we don’t do anything.

We believe that the BEST WAY TO INSPIRE people to make changes is with positivism and culture - WHEN TOUCH PEOPLE'S HEARTS, YOU CAN MAKE A REAL DIFFERENCE.

# 24. AIR GUITAR WORLD FINAL

## ROTUAARI SQUARE, 23RD AUGUST

The culmination of the world-wide season of air guitar gathers **only the best** to the battle on stage in front of international crowd and media.

The National Champions and Dark Horses challenge the reigning World Champion, Nanami "Seven Seas" Nagura from Japan.

Free entry, no age limits.

# THANK YOU!

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