



Borghetta Stile project was born in Rome in 2006 with the concept of setting up an alternative for the Roman clubbing nightlife. An original, unconventional, eccentric and bizarre format-party, inspired by the 'Beverly Hills, 90210' and 'The Fresh Prince of Bel Air' years: a real time travel combined with the greatest pop and dance hits of the **90s**.



It arranges its events on the Roman stages with theme nights, suggesting a dress code in order to create a unique and inimitable event. During the event you can live a decade and its trends: something nobody has created before.



It has always been a benchmark on the Roman stages and it is one of the biggest and successful events in the capital city: thousands of people in Rome are attracted by the Borghetta Stile mood and atmosphere, which sells out the tickets all over the independent festivals and clubs in Italy, from north to south.



Borghetta Stile differs from the other organizations in its particular commitment: it promotes and joins social and athletic initiatives. Among the most important and relevant initiatives, in June 2010 it brought his DJ set in the Rebibbia's feminine prison in order to express its awareness of social issues, which is the underlying theme of the project. In 2015 the **Borghetta Stile Football Cup** project was born, a football beginners competition for people of all ages.

Borghetta Stile fundamental points are creativity and flair: it has created a new way of entertainment, which, with its originality, is unique and definitely cannot go unnoticed.



Since 2010, thanks to the great public success, Borghetta Stile created the related event called **PushPop!generation**, offering a selection of the greatest and most representative hits of the last decades, keeping up with the cultural and music trends of the MTV generation.

Since 2011, thanks to the **Giovedissimo** party, it is possible to enjoy the live music in addition to the DJ set. It hosted the most influential performers of the Italian and international music, such as: Ash, Mystery Jets, Alt-J, Pontiak, Shabazz Palace, Of Montreal, Black Lips, Spiritualized, Fedez, Emis Killa, Gemitaz, MadMan, Coez, I Cani, Peter Hook & Carl Barat.

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