

q feature: FEEL THE URGE

Urge Miami Festival Returns Thanksgiving Weekend with the Steamiest Beach Party on the Sands of South Beach By Spencer White



URGE Miami Festival returns this Thanksgiving weekend with three massive nighttime events and two sizzling daytime fetes including the Royal Palm Pool Party and the legendary Beach Party on the sands of South Beach. The LGBTQ+ festival weekend will take place November 29-December 2 and will feature a list of the world's most famous circuit DJs playing at the city's most prestigious venues. "URGE is not only a music festival," says one of the event's producers, Luis Morera. "Throughout the years, it has become a place where friends, old and new, meet up to celebrate gratitude. URGE offers a space like no other where everyone has the freedom to express themselves while dancing to the sounds of the greatest DJs of our time."

URGE Miami Festival kicks off Friday, November 29 at 10pm with the Miami premiere of GUAPO, a Sao Paulo, Brazil-based festival brand that has become world-renowned for its happy and fresh vibe. The event will take place at M3 Studios, a venue that has hosted performances by artists like Shakira and Maluma. Even Beyonce recorded scenes for her music video at M3! GUAPO's producers are promising a level of production that has not been seen before in Miami. It will showcase the sounds of GUAPO's resident DJ Adham, along with Brazilian DJ Liza Rodriguez and - no stranger to the URGE brand - Mexico DJ Jesus Montanez.

The Saturday pool party will take place at the weekend's host hotel, The Royal Palm South Beach. The annual bash is one of URGE Festivals' most anticipated events. "Patrons love to dance under the Miami sun with the flexibility and comfort of being just a few steps from their hotel room," Raul Griffith comments, one of the festival producers. The DJs spinning at this year's party will be Yazz Burrell, who launched his DJ career at Miami's Score and URGE, gay influencer and DJ Eliad Cohen and DJ/Producer Jerac.

The revelry continues Saturday night with URGE Miami Festival's main event at M3 studios. "We'll be celebrating the brand's 13th birthday," Morera says. "I won't spoil the surprise. You must come and witness the magic!" Edu Quintas will make his triumphant return to the URGE booth, direct from the energetic Brazilian metropolis, Rio de Janeiro. He will be joined by world renowned Israeli DJ/ Producer Mor Abrahami and Miami's own DJ/Producer YORDI.

This year's Beach Party will be very different from year's past. "We are taking a very different approach to this year's beach bash, bringing an innovative look and higher level of production," says Morera. DJ/Producer Joe Gauthreaux will headline alongside international festival DJ Erik Villar.

URGE Miami Festival's closing party will be URGE AFTER DARK, an after-hours spectacular which, for the first time, will feature three headliners: Danny Verde, House of Labs and Alison Nunes.

This year's host hotel is the Royal Palm South Beach. With 400 rooms, more than a quarter of which are suites, the Royal Palm is one of South Beach's largest hotels, superbly located directly on the beach on Collins at the end of Ocean Drive. It offers a superior experience and will serve as the location of URGE Miami Festival's Welcome Center and Saturday Pool Party. Complimentary transportation will be provided from/to Royal Palm South Beach for all weekend events. This year the Royal Palm South Beach is offering a very aggressive room rate of only \$169 per night.

A portion of the proceeds from URGE Miami Festival will benefit Miami Beach Pride, an organization that celebrates the unique spirit and culture of the city's LGBTQ+ population.

Tickets for URGE Miami Festival are available now at www.Urgemiamifestival.com



